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Tourist Conference, 2nd, 1947

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Conference, 2nd, 1947*

SUMMARY OF PROCEEDINGS

SECOND
DOMINION-PROVINCIAL
TOURIST CONFERENCE

HELD IN

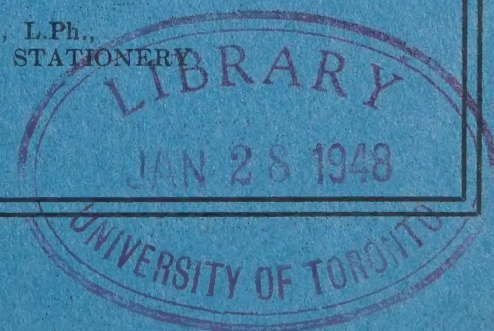
ROOM 268, PARLIAMENT BUILDINGS, OTTAWA

September 30, October 1 and 2, 1947

Under Chairmanship of
HONOURABLE Dr. J. I. McCANN
Acting Minister of Trade and Commerce



OTTAWA
EDMOND CLOUTIER, C.M.G., B.A., L.Ph.,
KING'S PRINTER AND CONTROLLER OF STATIONERY
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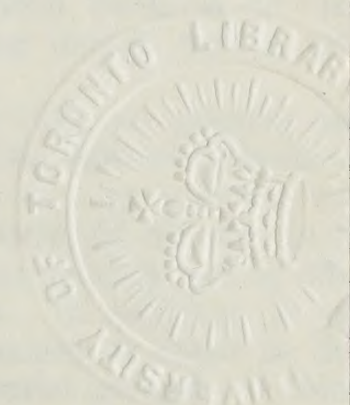
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1948

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SUMMARY OF PROCEEDINGS
of
SECOND DOMINION-PROVINCIAL TOURIST CONFERENCE
held in

ROOM 268, PARLIAMENT BUILDINGS, OTTAWA

September 30, October 1 and 2, 1947

Morning Session, Tuesday, September 30, 1947

The chairman called the meeting to order and introduced Hon. Dr. J. J. McCann, Acting Minister of Trade and Commerce.

Dr. McCann opened the meeting and welcomed the delegates to the Second Dominion-Provincial Tourist Conference, as follows:—

“Mr. Chairman, Miss Ainslie and gentlemen: In the absence of the Minister of Trade and Commerce, Hon. James A. MacKinnon, who is away on a mission in South Africa, it gives me a great deal of pleasure to come before you this morning and say a word of welcome at your Second Dominion-Provincial Conference and to wish you success in this coming year.

I think the public have come to appreciate the tourist business as “big business” and one of the means which we have of getting foreign capital into this country.

There are great advantages in having people come to visit our country and to spend some time here. It has the advantage that from the diplomat's point of view it improves the relationship between the peoples of one country and another. It has the second advantage in that there are cultural benefits to be gained by the free co-mingling of people. We see what one country has to offer to another and what the other country has to give back. In addition, in our particular position, it has the advantage that a lot of money is spent in this country by people from the United States, our biggest tourist ground. I think some people are of the opinion that the money that is spent by the tourist in Canada goes to the Government. Of course that is entirely erroneous; any money spent by the Government promoting the tourist business is done with a view of promoting the general good of the country. It is true that we may get some of it, but the bulk of the \$220,000,000 goes to railway operators, gasoline station operators, hotels, restaurants and all the rest of the people who are rendering services to the tourist.

I notice that you had a conference down in Charlottetown the other day where matters relative to the tourist industry were discussed. I don't suppose that it would be very hard to make a survey and find out why tourists who come once don't come back again. It may be that the reason they don't come back is because we failed to do some of those things in our own country that should be done for them. And while the Federal Government has spent very considerable money with that end in view as have the provincial governments, one naturally asks the question: ‘Is that money being spent to the best advantage?’ Is it to the best advantage that it should be spent in promoting an

influx of tourists or could it not well be spent on those things which would give tourists better value for their money when they get over here, such as better roads, better stopping places, better hotels, better restaurants, etc.?

There has been some criticism of the courtesy which is extended to the tourists who come into this country. However, I believe our people are naturally a very courteous people and we are glad to see those who believe in liberty and friendly relationship come over from the United States.

This ought to be a great tourist country. No country in the world has next to it a population of 140 million people who have so much money to spend and who can get here so quickly. You have got to have something better than scenery to attract people; there is scenery in every part of the world. Now the department over which I have supervision—the Department of National Revenue—which has to do with both taxation, customs and excise, has something in common with the tourist job. Our Customs Officers, and the Immigration Officers of the Department of Mines and Resources, are the first people to greet those who come in from a foreign country. I am very happy to say that the relationships between customs officials and the officials of the tourist bureaus throughout the country have been very pleasant. We do something, I think, in the line of missionary work to promote the tourist trade, in that our officers are given instructions and are trained to extend the greatest courtesy and help the incoming visitors. These trained officers are on duty at all the permanent crossing border points and more particularly at the Niagara Falls, Fort Erie, Windsor, Sarnia points of entry. That they have done to a marked degree and as a result of it I am happy to say that there are very few complaints from anybody who comes over to Canada.

Now I am sure that the Federal Government is quite willing and anxious to support anything that will bring increased trade and increased dollars to this country. They are ready to co-operate with the railway companies, the steamship companies, the gasoline companies, the different ministers who have in their charge the promotion of tourism within the provinces. That co-operation will continue to be extended.

I trust that during your conference you will review the question from all sides and particularly to see whether or not we are doing within this country those things which we should do to attract people, and those things which we should do to have them come back again.

I extend to you a very sincere welcome and offer you the co-operation of the Canadian Government Travel Bureau and of the Dominion Government. May I also extend to you my own best wishes for a successful conference.

I have now much pleasure in declaring the conference officially open."

The chairman thanked Dr. McCann on behalf of the Conference.

At the commencement of the first business session of the conference it was decided to admit press representatives to all sessions of the conference.

APPOINTMENT OF STEERING COMMITTEE

The chairman suggested that a steering committee be appointed to suggest the order in which items of the agenda should be discussed. The following delegates were elected to form a steering committee; on a motion moved by Hon. J. S. McDiarmid and seconded by Mr. E. G. Rowebottom:—

Messrs. R. G. McNeillie
C. C. Bonter
T. C. McCall
Georges Léveillé
E. G. Rowebottom.

CANADIAN GOVERNMENT TRAVEL BUREAU

Mr. D. Leo Dolan, Director, Canadian Government Travel Bureau, Department of Trade and Commerce, Ottawa, gave a brief outline of the bureau's activities as follows:—

ADVERTISING PORTFOLIO

"I have prepared for distribution to the members of the steering committee a portfolio of our advertising which we carried on this year and this portfolio summarizes in detail the media we used, the type of advertising carried and the reasons for our campaign. I don't propose to discuss in detail our advertising program for the year. What I propose to say to you is this: by and large our campaign was the most successful which the Federal Government ever operated from a tourist standpoint. I think I could say that also about all the advertising programs which were carried on in Canada by tourist agencies.

SUMMARY 1947

We had, up until the 15th of September some 196,779 enquiries come to the travel bureau as a result of the advertising we carried on in 1947. That is about twice as many enquiries as came to us in the previous record year of the Canadian Government Travel Bureau—which was 1939.

We had letters of enquiry coming into us in the early part of the year on an average of 587 per day. In February we averaged 1,155 per day; in March 1,588 per day; April 1,978 per day; May 1,387 per day; June 630 per day; to the present average of 200 or 300 per day.

One thing that makes me very happy in connection with our advertising program is that 95 per cent of the enquiries which came to our bureau this year were directly attributable to the advertising we carried on in the portfolio before me.

We spent \$435,000 in all the advertising media used this year.

We had some difficulties and some problems in 1947 which we hope we won't have to repeat in 1948. Printing difficulties were perhaps most annoying of all. Some of our literature we received a little late and as a result I must confess there were times when the Canadian Government Travel Bureau was considerably behind in answering the people who responded to our advertising. Also, unfortunately, we did not have the staff to cope with a response which, as I think you will agree, was overwhelming. One day we had over 3,700 enquiries.

Despite these unfortunate conditions, we sent out up until September 19 of this year, more than 1,543,802 publications mostly to the United States. We have had some trouble, as you know, in getting our enquiries out to you as fast as we would have liked. The system of relaying our enquiries to the provinces has been in effect for some years and is one of which you have approved. I am going to try next summer, when I hope the co-operation to which the Minister has just referred will be so delightful, that my staff will be increased, making it possible to send these enquiries within 24 hours and at the outset within 48 hours.

Through the sessions you will probably be asking me a great many questions with reference to our advertising. Here and now I may say that I intend to cut the list of media we used in 1947. This year was our first big year since the war and in the course of trial and error we went into some publications which did not produce the goods. I will let you have that information in confidence. I think as part of our duty we should give you the information which we have and indicate to you the showing certain magazines have made.

PLANS FOR 1948

Next year I don't think the Canadian Government Travel Bureau will use as many full pages as we did a year ago. We will use half-pages and two-thirds pages instead. Briefly I plan, first, to cut the list of media and, second, reduce the size of our copy. We will have more insertions and, I think, a better presentation of our case all around. In 1948 we will try to spread these advertisements more than we did in the years which have gone.

SURVEY

I have before me a survey which the department made with its agency and an organization in the United States. This survey is, I think, one of the most complete of its kind ever made. It was made in the United States during the months of June and July. It was on a question basis similar in character to the Polls which are held all over this continent.

Later on I propose to discuss it with you and we may arrive at some agreement whereby certain material at least will be available to you. It has given me, and those of us in the department who have looked at it, some very valuable information. It is a very formidable document but we have broken it down in a series of highlights which I can give you. It has enabled us to plan our campaign of advertising for 1948 and will, I believe, in the years which are ahead save many hundred of thousands of dollars in the promotion work and advertising work which we are carrying on.

POSTERS

You may have noticed that for the first time the Canadian Government Travel Bureau has gone into posters. Last year you very strongly recommended that the travel bureau embark upon posters for advertising our tourist resorts. I expect the winter poster here to show you this afternoon. These are all from original paintings, of the same basic design which you have seen in Europe. They have come off the press only a month or so. We have kept them for distribution until now. They are available to you for any outlets which you may have.

FALL AND WINTER ADVERTISING CAMPAIGN

You will want to know that the Canadian Government Travel Bureau has embarked upon a new approach—a Fall and Winter Campaign. We instituted the Fall campaign in the hope that we could extend our tourist season as a twelve months promotion of this country, not only in the sections of Quebec where it has always been a twelve months season, but in other parts of the country where we think we have been lax for many years.

Later on we propose to increase if possible, the number of winter sports fans who are coming to Canada. We know that this winter campaign is going to benefit one or two particular areas in the Dominion of Canada, but we hope that before long there are many areas in the Dominion which should embark upon a winter sports program which will see the benefit being derived from the development of winter sports.

About 10 per cent of our tourist money comes to us during the winter season and comes mostly I know in certain areas—Quebec, Alberta and certain areas in Ontario. We are trying to improve as well, the week-end business for our tourist traffic and I am hopeful that this can be done with the campaign we are now carrying and will carry on this year.

EXTENSION OF TOURIST SEASON

As you know, a very strong and determined effort is being put forth to extend the tourist season as a twelve-month business. Today, meeting in San Antonio, the American Hotel Association will join with the National Association of Travel Officials in a real campaign to extend our travel season.

At Charlottetown I made some comment along this line. We had hoped for the same thing in Canada. One of the two large labour organizations has endorsed the idea to me in a letter; the other labour organization is not in support of it for the moment. That being so, I propose to make no further effort along that line. However, if in the United States they extend their tourist season, we in Canada will naturally benefit because millions of visitors won't have to hurry back, for the opening of the schools.

In Charlottetown, Mr. McCall said that many millions of dollars were lost to Canada because Labour Day fell on September 1st. I hate to estimate the amount of money lost because we put the shutters on the first day of September.

"I am going to ask you gentlemen to do as you did last year, to be frank and forthright in the criticism you have to make. My deputy minister and assistant deputy do not know whether the Canadian Government Travel Bureau is doing all it should do in the way of developing the tourist industry. We want to know if the approach we are making to certain problems is the correct one. We bring you gentlemen here to tell us what you think is the right approach to assist us in formulating plans which will help, not only our department but will have some effect on the National Parks Bureau, Immigration Branch, and the Department of National Revenue.

I believe these meetings can be extremely beneficial to the tourist industry of the future, but only if we make our criticisms in open meeting and are forthright in the things we have to say with regard to this industry."

THANKS TO HON. JAMES A. MACKINNON

On behalf of Hon. James A. MacKinnon, the Minister of Trade and Commerce, Mr. Dolan expressed his appreciation of the response to the invitation which the Minister had sent out some weeks ago. Mr. MacKinnon wished the delegates to know how much he regretted not being at the conference.

SPORTSMEN'S AND TRAVEL SHOWS

Province of Ontario

Mr. T. C. McCall introduced the subject of sportsmen's shows. In 1947 the Ontario Department of Travel & Publicity participated in shows in New York, Boston, Cleveland, Chicago, Detroit and Minneapolis. The results were fair. Mr. McCall personally attended two of the shows. Ontario's experience was that travel shows supported by newspapers were the ones that really paid their way. It had not yet been decided how far Ontario would go next year with that type of exhibit.

Canadian Government Travel Bureau

Mr. Dolan reported that this year the Dominion Government intended to make a change in plans and would participate in travel shows only, in the United States. Also the size of exhibit would be materially reduced. Officials of the

Canadian Travel Bureau and the Exhibition Commission in discussing shows for 1948 had decided the exhibit of 1946 was too large, which made it difficult and costly to transport into and through the United States. By reducing the size, portions of the exhibit could be used at several shows at the same time.

The list of shows in which the Canadian Government Travel Bureau would participate had not yet been prepared. The only commitment made for 1948 was to the Chicago Daily News Travel Show.

Canadian Pacific Railway

Mr. R. G. McNeillie stated that the Canadian Pacific Railway had decided to keep out of the sports shows but otherwise their plans respecting shows for 1948 were not yet formulated.

Province of British Columbia

Mr. E. G. Rowebottom voiced his disappointment at the location of the Federal Government exhibit at the Seattle show in 1947. The government's splendid exhibit was placed 50 feet underground. British Columbia was not in favour of participating in professionally organized sportsmen's shows.

Province of Quebec

Speaking for the Province of Quebec, Mr. Georges Léveillé said his province would be out of the sports shows in 1948 but was in favour of travel shows sponsored by the large newspapers.

Province of Manitoba

Manitoba did not participate in sport or travel shows in the United States in 1947. Hon. J. S. McDiarmid, Minister of Mines and Natural Resources of that province, asked how many shows the Canadian Government Travel Bureau had participated in, in the section of the United States adjacent to Manitoba. In reply Mr. Dolan said, the Canadian Government Travel Bureau exhibited in Chicago, and three shows on the west coast, which would be of some benefit to Manitoba. In 1946 the Federal Travel Bureau had taken exhibits to Minneapolis, Milwaukee, Cleveland and Chicago and proposed to continue its policy of alternating from year to year between shows in the west, the middle west and the eastern states, so that all sections would be fairly covered. It was impossible to cover the entire country in one year.

Province of Nova Scotia

Nova Scotia, reported Hon. Harold Connolly, had not been participating in shows for some years.

Province of New Brunswick

New Brunswick, said Mr. F. H. Phillips, had been going to shows in the United States for many years. Mr. Phillips was of the opinion that at the shows years ago, they did get an audience of potential sportsmen. He asked if the change from sports to travel shows was a reflection in the change in the type of attendance at the shows. He felt that a fair number of potential sportsmen came to Canada as a result of attending the shows.

Hon. Arthur Welsh said that Ontario's results from travel shows were much more satisfactory than from the sports shows. He agreed with Mr. Rowebottom that the sports shows had become too commercialized, and while they drew the attendance, they did not draw as many potential visitors to Canada.

Mr. Dolan asked the delegates if they felt the Canadian Government Travel Bureau should have an exhibit in a show where one or more of the provinces were also exhibiting.

Mr. Léveillé felt the Federal Government should go into those shows as they saw fit and not cater to the provinces in that respect. Inasmuch as the Federal Government participated as a country, he felt the decision should be made by the federal officials and not by the conference.

Mr. Dolan mentioned the problem of adequately staffing the shows. Ontario offered two uniformed lady attendants to work in the Canadian Government Travel Bureau display. Some of the other provinces and the transportation companies were unable to make any commitment at this time but would consider the matter.

Canada Steamship Lines

The chairman extended greetings to Mr. C. C. Bonter, Passenger Traffic Manager, Canada Steamship Lines, who had been unable to attend the First Dominion-Provincial Tourist Conference held in 1946.

Speaking on behalf of the Canada Steamship interests, Mr. Bonter informed the conference that his company was not interested in the sports shows generally but took space in the Chicago and Detroit travel shows in 1947. They proposed to do the same in 1948. Unfortunately most of the travel shows were held in the early Spring before Canada Steamship had their new literature printed. To overcome that difficulty they secured lists at the shows of those interested in what Canada Steamship had to sell. They checked these lists against their sales and found the returns satisfactory. That is why they intended to exhibit in the travel shows again in 1948.

In reply to Hon. L. H. Eyres, who enquired about the cost of the shows, Mr. Dolan said the cost had never been broken down but the total cost for shows last year had been \$16,000. The Canadian Exhibition Commission pays for the cost of constructing the exhibit, transportation, etc., and the Canadian Government Travel Bureau pays for the space, staffing and literature.

British Columbia wondered if better results could not be obtained by paying an equal amount of money to each province to have a travelling representative visit the United States. The British Columbia travelling representatives had brought that province the greatest return for its money. Hon. Mr. Eyres felt the money spent in travel shows could be spent to better advantage in having provincial travelling representatives visit the United States. They had an opportunity to directly contact every avenue of tourist trade and got direct results.

National Parks of Canada

Mr. R. A. Gibson, Director of the Lands, Parks and Forests Branch, pointed out that the situation with respect to National Parks of Canada was somewhat different because the money supporting the National Parks development and maintenance was raised from all taxpayers and was spent to a very considerable degree in Western Canada. Exhibits were shown in Eastern Canada to give the taxpayers in the east a chance to see how their money was being spent in the National parks, mostly in the west.

"Mr. Glen Bannerman, Director of the Exhibition Commission, is working on plans to convey the parks' story from coast to coast at the large Canadian fairs where National Parks will be represented. The parks should be for the benefit of our own people. We want them to come to our National Parks. Of

course, we want our American visitors to come also because they bring American money. All Canadian people have a stake in the National Parks. I do not know of any better way to inform them about their parks than by adequate exhibits," said Mr. Gibson.

The National Parks would not be going into sport shows.

Mr. Dolan asked for an opinion with regard to the Canadian Government Travel Bureau participating in Canadian shows.

Mr. Bonter believed that every dollar spent in tourist promotion by the Federal Government should be spent in the United States, leaving the promotion of interprovincial travel to the provinces and the transportation companies. The Hon. Messrs. A. J. Hooke, H. Connolly, J. S. McDiarmid, Arthur Welsh and Col. Reid agreed. Mr. Léveillé felt that participation in Canadian shows and fairs should also be left to the provinces.

SUMMARY

The discussion on Sportsmen's and Travel Shows in the United States and Canada revealed that the majority of the provinces, the federal government, and the transportation companies, were in favour of participation in travel shows rather than sports shows, as a means of promoting travel to Canada.

Mr. McCall summed up with the suggestion that participation in United States travel shows be left entirely in the hands of the Canadian Government Travel Bureau with co-operation from the provinces in the way of literature and staff, in so far as the provinces were able to provide them. Hon. L. H. Eyres and other provincial representatives agreed.

Mr. Gardiner asked that the Canadian National Railways not be included in this policy because for various reasons, occasions might arise when the railways would find it advisable to take part in shows in the United States. The railways would, however, as they had in the past, continue to support the promotional efforts of the Canadian Government Travel Bureau by supplying railway literature, etc.

Mr. R. G. McNeillie said the Canadian Pacific Railway would give consideration to the matter of supplying an attendant at some of the federal government travel exhibits but could not give a definite commitment at this time.

The Canadian Government Travel Bureau will, in 1948, confine its exhibits in travel shows to the United States field and leave participation in Canadian shows to the provinces, national parks, etc.

CONSERVATION

Mr. R. A. Gibson commenced the discussion on conservation. He felt that it was possible in the travel and other exhibits to give a little more attention to the conservation message, particularly in those shown in Canada. He hoped that something might be said in the interests of conservation in all tourist promotional work. Mr. Gibson asked the representatives at the conference, all of whom had access to publicity media, to keep in mind the need for conservation and to try to sell that idea to the schools, colleges, fish and game associations, etc.

Mr. A. O. Seymour, General Tourist Agent for the Canadian Pacific Railway agreed that Mr. Gibson's suggestion was an excellent one. Our fish and game resources are not illimitable. We should preach the gospel of conservation on

every possible occasion. Mr. Seymour felt it important that the conservation message be prominently projected in any travel show, etc., in which the Canadian Government Travel Bureau might exhibit.

Mr. Léveillé felt the poacher was the greatest nuisance. He said it would be impossible to hire enough people to protect the wildlife of our forests and lakes. Conservation must be part of the culture of our people. Canadians must be taught in the schools and universities and become part of our Canadian creed. The sooner we began to educate our own people, the sooner the necessary conservation spirit will be abroad in Canada.

The British Columbia delegates believed that Mr. Gibson had covered the situation regarding conservation nicely. They reported that the very efficient British Columbia Game Department were exploring every avenue of conservation, but it would be necessary to have one man in every hundred to control the illegal slaughtering of wildlife. British Columbia agreed that the conservation message should be carried in all travel publicity to help correct existing abuses.

Mr. Dolan mentioned that a reference to conservation was made in all Canadian Government Travel Bureau publications. He felt, however, more could be done and would like to see a campaign started such as indicated by Mr. Gibson. The Canadian Forestry Association has been doing a fine job to bring about the conservation of our wildlife. He said: "If we in the tourist business do not carry on a conservation program, there will not be any tourist business in Canada within ten years. Conservation is the very basis of our whole industry."

The chairman hoped that later in the session some discussion would take place concerning the flying into our lakes, streams and forests by tourists for the purpose of making a quick kill of our fish and game and a hasty return across the border. He stressed the fact that consideration would have to be given to this important matter by several departments of government, both federal and provincial.

Mr. McCall informed the delegates that at the recent meeting of the Canadian Association of Tourist and Publicity Bureaus at Charlottetown, the Northern Ontario Outfitters Association, who have a real stake in the question of conservation, asked the Ontario Travel and Publicity Department not to advertise hunting and fishing. Mr. McCall's department proposed to follow that lead next year and were not going to advertise their hunting and fishing as such. He did not know what effect it would have on the camps in Northern Ontario and there was always a possibility the outfitters might change their minds when the season gets under way. This problem has also coloured Ontario's thinking in the matter of sports and travel shows. "The difficulty has been" said Mr. McCall, "that every conservationist with whom I have talked seems to have a different idea as to the relationship between the tourist industry and the slaughtering of fish and game."

Hon. J. S. McDiarmid stated he had no objection to any suggested motion being passed in regard to publication of the conservation message by Tourist and Publicity Bureaus but he thought the subject matter should be given very careful thought as the Federal Department which Mr. Gibson represented has the responsibility for conservation of migratory waterfowl and for the migratory waterfowl regulations in the various provinces. There are at present different regulations in every province. In regard to the three Prairie Provinces there would seem desirability for much more uniformity in the regulations set each year by the Federal authority.

Mr. Dolan believed that out of the conference should come a real regard for the necessity of conservation of our forests and wildlife. There is a very serious situation confronting the whole people of this country so far as conservation is concerned. He mentioned that the Canadian Government Travel Bureau

no longer advertise moose hunting in Canada. We have to carry on an advertising program asking the sportsmen to come to Canada, but we still can have a policy of conservation of wildlife.

Mr. Gibson said that we could have a conservation policy and yet have shooting for sport. By conservation now we would have shooting for sport for this and future generations.

Mr. Master asked the delegates if they thought there was a serious need for modification of the type of advertising being done by the Canadian Government Travel Bureau.

Mr. Gibson told the conference about the National Wildlife Conference held every year where the game officials get together to decide on what policies they will recommend to the ministers to whom they answer. This proved very beneficial. Conservation problems are discussed and views exchanged but that conference does not have the publicity behind it that the Dominion-Provincial Tourist Conference has. "We have here the men who are engaged in publicizing these resources for the provinces."

Mr. McCall said he would not like to see go out from the conference any strongly worded recommendation that indicated that our fish and game resources were depleted. The Conference had agreed that our fish and game resources were in a state of depletion but he thought it would be harmful to have this information spread abroad. He felt that some of the newspapers had already succeeded in convincing some Americans that there were no good roads in Canada and as a result we lost many tourists.

Mr. Léveillé did not see any harm in advertising our hunting in the United States and yet carrying on a conservation campaign, as he believed the main problem was one to make our own people conservation minded. He did not believe the problem was created by the American tourists who come to Canada to shoot, say, one moose and remain fifteen days, spending money.

Mr. McCall agreed that conservation steps should be taken at home.

Mr. Dolan felt that we could let the people of the United States know that we were concerned with the conservation of our wildlife but we still wanted them to come to Canada.

Hon. Mr. Welch did not think there was one visitor who killed more than his bag limit in Canada.

Hon. Mr. Hooke also agreed that the Americans were more conservation minded than we were. Alberta had a very efficient Fish and Game Protective Association. He said they had an advisory committee and members of the Fish and Game Association came in every year to the Department of Lands and Mines to suggest what changes were to be made to continue a program of conservation. Their problem was not so much with fish but with the poaching of beavers. A campaign had been carried on in connection with the farming of beavers.

Mr. Rowebottom in replying to *Mr. Master's* question said he did not think the Canadian Government Travel Bureau's advertising had been too strong in advertising hunting and fishing. He thought a splendid job had been done in featuring the "family holiday" theme and would like to see this continued.

Mr. McCall said Ontario took very careful pains to consult their conservation people, before they undertook any type of advertising program for the outdoor magazines. It was pretty much a matter of co-operating with Lands and Forests and it worked out very nicely.

Mr. Gibson told the conference that the supply of wild ducks and geese in North America has been declining rapidly since 1944, as shown by the mid-winter waterfowl census which is now being taken annually by the governments concerned. The principal causes for this decline are increasing hunting pressure following demobilization, improved means of transportation and of killing, and

unfavourable weather conditions over large areas. The rate of decline has shown acceleration so that in 1946 about one-third of the existing continental waterfowl stock was lost. It is obvious that if such a decline is permitted to continue, waterfowl hunting in North America will become a thing of the past within the next year or two.

Under these conditions hunters naturally tend to concentrate in those areas where appreciable quantities of waterfowl are still available for hunting. In Canada such areas include parts of British Columbia and Alberta, and most outstanding of all, the coast of James Bay. On this latter area there is at this time a great concentration of hunters who, attracted by the widespread and excessive publicity that the area has received, are flocking in by railway and aeroplane. The popularity of any area where hunting is carried to excess can be only a flash in the pan, but accompanying destruction of a local game bird resource has a detrimental effect on others besides the agencies responsible for it. The great goose flocks of James Bay have for centuries been the main supply of the large Indian population of the region, and if this support is taken away by excessive influx of sport hunters, the consequences will be serious and costly.

"The Government of Canada and the United States have been endeavouring to check the decline in the continental waterfowl supply by necessary restrictions on hunting—these include shortening open seasons and lower bag limits, which have been determined and applied with the greatest possible care. There is a great need for hunters to co-operate by exercising care, and for restraint in advertising. When we pointed this out recently to one important tourist agency, we were told that it was thought sufficient that the advertising should be within the law, but a much more active interest than that in reducing the annual kill of waterfowl in this crisis is required, if the birds are to be saved. The possibility that this season's kill of birds may, in spite of restrictions, be so great in comparison to the limited stock, that a complete closed season will be necessary next year is very real and gives us much anxiety," said Mr. Gibson.

Hon. J. S. McDiarmid also agreed that while our advertising of Canadian hunting and fishing opportunities in the United States should be restricted in favour of advertising the family holiday, we should direct our conservation advertising to our own people and not to our prospective visitors. This year Mr. McDiarmid felt sure that the Game and Fisheries Branch which came under his Department would agree with him in recommending an austerity program. At the present time the waterfowl season in Manitoba is as short as that for any Province in the Dominion and the season's bag limit the smallest. He felt the game authorities in Canada should be called together in ample time to recommend concerning the 1948 season and if possible reach closer uniformity in the regulations. The discussion had been interesting but was actually outside the sphere of the tourist convention and should properly be put before a Wildlife Conference.

It was agreed that the conference should draft a recommendation to the effect that this tourist conference was in favour of a conservation program.

Afternoon Session, Tuesday, September 30, 1947

At the opening of the session the chairman announced that the steering committee had suggested the following items for discussion:—

1. Advertising
2. Film activities
3. Extension of date of Labour Day
4. Canadian National Exhibition.

DISCUSSION OF ADVERTISING PLANS

PROVINCE OF BRITISH COLUMBIA

Hon. Leslie H. Eyres, Minister of Trade and Industry for the Province of British Columbia, expressed the appreciation of Mr. Rowebottom and himself for being invited to the conference. He extended thanks to Hon. Dr. J. J. McCann for his encouraging words at the opening of the conference. British Columbia liked very much the idea of getting together with the federal tourist authorities, the provincial authorities and the transportation companies, to talk over mutual problems.

Mr. Eyres likened the tourist industry to a growing giant that has spread out over the Dominion of Canada, being fed through the highway and byway arteries of the country. Our visitors come not only for sight-seeing, but in search of new ideas, new customs and new relationships with their fellow men. Furthermore, they bring into this country new settlers and new industries.

Mr. Eyres felt that one of the greatest harms that Canadians could do was to knock any part of the Dominion in any way, shape or form. If we do not boost our own country, we cannot expect others to do so. We should overcome our difficulties amongst ourselves and not let the world know our shortcomings.

Many tourists had advised the British Columbia Travel Bureau that they enjoyed our roads because they were not so crowded as the highways in the United States. Many thought our food was fine.

Settlers' Information Branch

The British Columbia Government Travel Bureau were very proud of the fact that they stressed not only the tourist industry but they had established themselves as a very active and successful agency for settlement. The activities of the Settlers' Information Branch are worldwide. Enquiries were received from every part of the world asking about coming to visit or to settle in British Columbia. The tourist bureau and the settlers' branch worked very nicely together.

Licensing and Registration of Auto Courts, Camps and Lodges

With the excellent co-operation of the Provincial Department of Health and Welfare, Mr. Eyres reported his department was making regular tours of inspection of tourist establishments. Gratifying results had been secured.

Steps were being taken to implement a system of classification which has been delayed only by the scarcity of many essential building supplies. As these become more readily available, British Columbia would proceed to classify the resorts according to the accommodation which they provided.

With the regulations now in force and the classifications which are being established, they hoped to create in the mind of the visitor the comfortable feeling he is being cared for by an organized and responsible industry, offering the best accommodations for the price that he is willing to pay.

Advertising Campaign

Mr. E. G. Rowebottom, Deputy Minister of Trade and Industry for the Province of British Columbia, told the conference that a substantially increased appropriation had enabled British Columbia to expand its activities in all directions. This year they hoped to increase the budget which would enable them to carry on an extensive advertising campaign featuring black and white advertisements. Most of their advertising was directed to eleven Western States and the rich State of Texas. This year the use of the Gilliam Service was resumed. The practice of placing colourful bulletin boards at strategic points on the highways of California, Oregon and Washington was again resumed.

British Columbia intended to engage in a modest fall campaign in Eastern Canada to encourage winter travel and substantially lengthen the season for their resort owners.

Mr. Rowebottom stressed the importance of the resumption of their co-operative advertising activities with the States of Oregon and Washington. Full pages in full colour were carried during the months of December, January and February, and the response was remarkable. Through these three advertisements alone, 16,000 enquiries were received.

Mr. Rowebottom favoured a free and frank discussion regarding advertising during the conference, particularly concerning the advisability of smaller advertisements with more consistent coverage in preference to full page advertisements.

Field Representatives

Field contact work by British Columbia is being vigorously maintained. The value of this work is becoming increasingly evident from year to year and substantial and lasting benefits are being established.

Motion Pictures

Mr. Rowebottom referred briefly to the photographic branch of the British Columbia Travel Bureau which functions in a highly effective manner. Six persons are employed in their photographic branch doing an excellent job in advertising and publicizing British Columbia through the medium of 16 m.m. films. The bureau has a library of more than 100 films which are constantly in circulation and are giving an immense amount of publicity to British Columbia.

Literature

Some 600,000 pieces of literature are distributed yearly by the bureau, directly and through various distributing agencies where the best results are obtained.

PROVINCE OF ALBERTA

Hon. A. J. Hooke, Minister of Economic Affairs for the Province of Alberta, expressed his regrets that Mr. D. E. C. Campbell, who is in charge of the details of Alberta's tourist advertising, was not able to attend the conference on account of illness.

Mr. Hooke felt that one of the things we should do was to make our tourist feel it is not only his money we are after. We should make the tourist welcome regardless of the amount of money spent in Canada. To create a spirit of goodwill towards our visitors is essential to the wellbeing of our tourist industry.

Until 1938, the Alberta Government was not very well aware of the potentialities of the tourist industry and very little had been done in Alberta, while many of the other provinces had gone "all out" to encourage tourist traffic to Canada. Alberta's first tourist program began in 1938. The war interrupted those plans but in 1945 they commenced again and have gone into the matter more extensively than ever before.

Advertising

Last year Alberta's tourist advertising consisted of approximately 129,000 lines, feature and picture articles in magazines and newspapers. They played to an audience of 106 million people. Alberta had four television broadcasts in New York and had 400 selected photographs shown throughout leading magazines of the country.

In 1947 Alberta's total appropriation for tourist advertising was somewhere in the neighbourhood of \$60,000.

Mr. Hooke mentioned the splendid work done by the Canadian Travel Bureau in advertising and publicity during the past season. Alberta had found that the regional advertising carried out by the federal government in the Pacific Northwest States was highly effective and that it dovetailed well with the radio programs which were used by Alberta in those states.

Roads

Mr. Hooke reported that under an intensive highway construction and improvement program the roads in Alberta have been raised to higher standards than ever before. This program would continue in 1948.

Alberta would continue its policy to extend their modern highway system to connecting highways in the neighbouring province of British Columbia as rapidly as possible.

During the war Alberta had the same things to contend with that all other parts of Canada had, such as shortage of material, men, equipment, etc. They did not feel they should go out and tell people to come into Alberta in large numbers because roads and accommodation were not what they should be. This year, however, Alberta sent out bulletins every week concerning the condition of roads in every part of Alberta over which the tourists are likely to travel. This information went to all ports of entry, both at the international boundary and at the interprovincial boundaries, to service stations, information bureaus, hotels, chambers of commerce, etc. These road reports pointed out just where the roads were bad, the detours, how to avoid discomfort or damage to their automobiles, points of interest, etc.

Mr. Hooke stressed the importance to Canada's tourist industry of a modern Trans-Canada Highway system.

Classification of Tourist Accommodation

Mr. Hooke reported that since the last Dominion-Provincial Tourist Conference a system of licensing Alberta's tourist camps had been put into effect and virtually every establishment outside of the national parks and south of Edmonton has been thoroughly inspected by a provincial inspector operating under the sanitation division of the Department of Health, in close co-operation with the Alberta Government Travel Bureau, and the Department of Trade and Industry, under whose jurisdiction tourist camps are licensed.

Conventions

Mentioning some of the indirect methods of advertising that were being tried in Alberta, Mr. Hooke stated that Alberta intended to increase its efforts to encourage conventions to come to that province.

Winter Sports

A great deal more attention was being paid to the development of winter sports in Alberta, with special emphasis on skiing. Last year an international inter-collegiate ski championship event was inaugurated at Banff. The Alberta Travel Bureau contributed prizes for this event.

Educational Program

Alberta carried on a detailed program for the development of the tourist industry in her own province. It involved a separate campaign to educate the people of Alberta to the value of the tourist trade in the economy of Canada and to stress the necessity of courtesy and service coupled with a warm welcome to our guests.

The necessity for improved catering standards was stressed effectively by means of a highly successful recipe contest. This campaign dovetailed with the Visitor Week Campaign conducted by the Canadian Association of Tourist and Publicity Bureaus.

Mr. Hooke expressed the thanks of the government and the people of Alberta to the Dominion Government for calling this Second Dominion-Provincial Tourist Conference.

Mr. L. D. Byrne, Deputy Minister of Economic Affairs for the Province of Alberta, mentioned the province had found that small strip advertisements in the recognized United States publications for tourist advertising were not always so effective because they had to compete with full page advertisements of other areas. Often better results were obtained from select media in which the advertisements stood out prominently, even though these did not have such a wide distribution. He reported good results from their indirect publicity such as articles, news films, etc.

PROVINCE OF SASKATCHEWAN

Mr. G. H. Craik, Commissioner, Bureau of Publications, for the Province of Saskatchewan, expressed the appreciation of his province to Hon. Dr. J. J. McCann and the Canadian Government Travel Bureau, for having inaugurated the Second Dominion-Provincial Tourist Conference.

Advertising

The feeling in Saskatchewan was that before inviting more visitors to the province, much more development was needed to ensure the visitors would be properly looked after. Saskatchewan wanted to stress the idea that they have something to back up their advertising. Mr. Craik felt they had a long way to go yet. Their fundamental policy would be honest advertising, making sure they had the accommodation, facilities, etc., to offer.

A certain amount of advertising in publications had been done this year and Saskatchewan is planning a program for 1948. They will continue their work in tourist pamphlets and things of that nature.

Courtesy and Service

Mr. Craik was very interested to hear mention made regarding treatment of our tourist. Service and courtesy should be the cornerstone of our tourist policy in Canada. This principle should be inculcated in all the people who are dealing with the tourist. For every dollar spent here the tourist should be given more than a dollar's worth of service and fun so that they would return home with the idea that they had been well treated and tell their friends to come to Canada.

Regulation of Camps and Resorts

Saskatchewan had studied the matter of regulations to ensure that our tourist camps, beaches and resorts are brought up to a minimum standard of excellence right across the country, but so far had not succeeded in having them incorporated in provincial statutes. He hoped that during the conference some of the other provincial representatives would submit outlines of what they had done along this line.

Roads

Mr. Craik hoped the conference would discuss the matter of roads. He felt it should be admitted that our Canadian roads are not good enough. He stated that roads are a matter of urgent importance to every person in Canada.

Saskatchewan had 38 per cent of Canada's survey road mileage against a population of only 7 per cent of Canada's total population. Mr. Craik estimated that it costs about \$200 per mile annually to keep up with the wear and tear on gravel roads in Saskatchewan.

Highways Minister Douglas stated recently that 70 per cent of the province's nearly 8,000 miles of highway had deteriorated so badly during the depression war years that it would cost \$70,000,000 to reconstruct them completely to the point where they could be satisfactorily maintained. Left to her own resources, Saskatchewan would probably never achieve such a program as this. And yet, lack of these roads is holding back tourist development in Saskatchewan.

Saskatchewan favoured a Dominion-wide program of road construction.

PROVINCE OF MANITOBA

Hon. J. S. McDiarmid, Minister of Mines and Natural Resources for the Province of Manitoba, stated that he was very pleased indeed to see Mr. Bonter at the conference. He hoped that next year an invitation would be extended to Dr. Worthington of Vancouver.

Mr. McDiarmid did not think the delegates had come to boast to one another about the fact that Canada's return in point of dollars was higher than in any previous year. He thought that, underneath an outward show of satisfaction over the 1947 figures, they must have, as he himself had, deep misgivings over the future of the travel industry and their approach to that industry. Manitoba in relation to her population received her fair share of the American dollars being spent in Canada, but that did not mean that the tourist officials in Manitoba were at all satisfied. He did not think that the people of the United States were going to continue to be very interested in a Canadian vacation if all the travel opportunities Canada had to offer were confined to the chain of cities and towns along the international boundary—some of them so similar to their own American cities. They would not continue to be interested if we continued to pack more Americans into restaurants and hotels and parks and fishing and hunting areas that are already over-crowded. They would not return for a second, a third or a fourth visit if our roads were poorly kept up and uncomfortable to travel on.

He reported briefly that Manitoba was continuing the use of 16mm kodachrome films, booklets, pamphlets, etc. Newspaper advertising had been confined almost entirely to the adjoining states—eight of the closer states because it is from this territory that Manitoba expects to get most of its visitors. He felt that Manitoba should continue its policy of regional advertising and also participate in the travel shows held in the three prairie provinces. Mr. McDiarmid explained that Manitoba had a budget of only \$75,000 to cover all its promotional activities.

Rather than go into details about Manitoba's advertising plans, Mr. McDiarmid felt the time of the conference could be better spent by a frank discussion on such matters as accommodation, roads, etc. He hoped an opportunity for discussion of these problems would come later in the session.

PROVINCE OF ONTARIO

Hon. Arthur Welsh, Minister of Travel and Publicity for the Province of Ontario agreed with Mr. McDiarmid that there was no need for the delegates to go into details about what their organizations had done.

There were some things which the Ontario delegates proposed to tell the other provinces during the discussion. Col. Welsh said if the delegates would "keep their eye on the ball" they would get some important work done. All the delegates had attended enough of these gatherings to know what was being done provincially in Canada by the tourist authorities. He believed the time should be devoted to a discussion of problem common to all the provinces.

Col. Welsh thought the two main problems to be faced were roads and accommodation. He felt, however, that every government was well aware of the necessity of good roads and that sufficient pressure was being exerted upon every government about roads without resolutions being presented.

Col. Welsh expressed the thanks of the Ontario Government to Hon. Dr. McCann and Mr. Dolan for making the Second Dominion-Provincial Tourist Conference possible. The Ontario delegates learned much last year and were looking forward to a very profitable discussion.

Mr. T. C. McCall, Deputy Minister of Travel and Publicity for the Province of Ontario, said his department had found the exchange of information arising from these tourist conferences of tremendous value.

Advertising

Mr. McCall felt the information from each of the provinces on the subject of advertising was very helpful.

Out of the total budget of \$335,000 Ontario expended approximately one-third of that sum in what could be called promotion. Ontario's problem was the same as that of every province. They were concerned more with development than promotion, having in mind that the Canadian Government Travel Bureau is doing that job for the provinces of Canada as a country.

For the first time in some years, Ontario had run advertisements in Canadian publications. The results were surprisingly good.

The usual field of special promotion had been explored by Ontario. Outstanding success had been experienced by the use of special writers, guest editors, etc. Ontario made three new motion pictures this year and now has a total of eight available. Ontario attended eight outdoor shows in the United States and one in Canada.

New Literature

The Ontario Department of Travel and Publicity was rather proud of its new publications. Mr. McCall did not go into detail about them, as he hoped to have samples on hand later in the conference.

Mr. McCall mentioned that the problem in Ontario is complicated by the size and diversity of the province. They had a great many difficulties to overcome.

Great quantities of publicity material were distributed. Through direct contacts which have been carefully built up over a period of years, Ontario received a great deal of free publicity.

Mr. McCall was interested in what Mr. Rowbottom's province had been doing in connection with British Columbia's association in the Evergreen Playground group. Mr. McCall reported that Ontario had likewise joined forces with Michigan, Wisconsin and Minnesota in the Northern Great Lakes area Council. He stated that 25 per cent of the people who visited the Michigan offices in Chicago and elsewhere asked for information about Ontario. Through that organization Ontario hoped to have travel material sell Ontario vacations.

Ontario was keeping check on operators who falsely advertised tourist accommodations. Such operators were liable for a \$100 fine if it was found they were responsible for misleading advertisements.

PROVINCE OF QUEBEC

Mr. Georges Léveillé, Director of the Provincial Publicity Bureau for the Province of Quebec, did not want to quote figures on what Quebec was doing, as their activities corresponded to the efforts of the other provinces.

The Tourist officials of the Province of Quebec are working towards a double goal.

- (1) They advertise and publicize the province, both in Canada and in the United States of America;
- (2) They educate their own people, in order that they may better know their home province, her beauty and advantages, so that each and every one may become a well informed, efficient propagandist for the Province of Quebec.

Advertising

Mr. Léveillé reported that Quebec had spent approximately \$200,000 in straight publicity advertising in widely circulated newspapers and magazines, during a twelve-month period. Quebec used mostly short illustrative advertisements. Quebec's publicity campaign is used as the spear of their efforts to bring in tourists. Mr. Léveillé estimated that for every dollar spent in advertising, Quebec got back last year and this year at least \$225.

Quebec was continuing the use of films, brochures and radio broadcasts. They have distribution arrangements with auto organizations, Chambers of Commerce, service and social clubs, etc.

Educational Program

The Province of Quebec is doing its very best to educate the guides, hotel-keepers, tourist camp operators and even the small boardinghouse-keepers to the importance of extending the proper welcome to the tourists.

Mr. Léveillé emphasized their main objective to make close friends of all those who visit Quebec, to treat them so well that they will be contented and want to return again.

PROVINCE OF NEW BRUNSWICK

Mr. Fred H. Phillips, Assistant Director of the New Brunswick Government Bureau of Information and Tourist Travel, expressed the regrets of his Director, Mr. D. W. Griffiths who was unable to attend the conference owing to illness.

Advertising

On behalf of the New Brunswick Bureau, Mr. Phillips pointed out a few of the more salient features of the campaign in New Brunswick. He praised the advertising by the Canadian Government Travel Bureau. He thought it wise to advertise early in each season as most trips were planned at least six months ahead.

New Brunswick advertised regionally in newspapers and magazines. Some large advertisements were used but not to a large extent. They did not like to make a rule as to whether the big advertisements or several smaller ones should be used.

Mr. Phillips stated that an enquiry was received this year from a small advertisement which Mr. Dolan had placed in a sporting magazine fourteen years ago when head of the New Brunswick Government Bureau of Information and Tourist Travel.

New Brunswick had gone into motion pictures, confining their activities to the 16 m.m. type, mostly in sound and colour. They had also gone extensively into still pictures and planned to go into kodachromes.

New Brunswick distributed (4,000) map calendars. They have also gone into the production of posters, similar to the ones used by the Canadian Government Travel Bureau. The posters were of the easel and hanging type. Mr. Phillips felt the posters would justify their expense.

Mr. Phillips reported that his bureau used its own new release service. They employed a strong battery of writers and also co-operated a good deal with free lance writers. This service was proving itself in magazine and newspaper articles appearing all over the country.

PROVINCE OF NOVA SCOTIA

Mr. T. J. Courtney, Director of the Nova Scotia Bureau of Information, did not see any point in reviewing again what Nova Scotia had done this year. He thought the time of the conference should be devoted to more beneficial discussion rather than to the presentation of reports from the provinces.

PROVINCE OF PRINCE EDWARD ISLAND

Lt.-Col. W. W. Reid, Director of the Prince Edward Island Travel Bureau, preferred to let Prince Edward Island speak for herself, but he did wish to say one or two things.

On behalf of Honourable Premier Walter Jones, Col. Reid expressed the Premier's regrets at being unable to attend the conference.

Advertising

This year's advertising although it was in the form of an experiment, was found to give an exceptional response. A policy of newspaper, radio and indirect advertising, along with the usual distribution of literature, was followed.

Newspapers in Sydney, Halifax, New Glasgow, Saint John, Montreal, Ottawa, Toronto, Boston and New York were used along with daily radio broadcasts. The enquiries received, justified the advertising a thousandfold.

Indirect advertising took the form of entertaining visitors. This also was found most profitable.

Distribution of literature reached an all-time high in the Prince Edward Island Travel Bureau.

Prince Edward Island feels that the main theme in the tourist business should be to make the tourist go away happy so that he will come again.

Col. Reid stated that his travel bureau operated on a small budget. This year an amount equal to four times the budget on which they operate was given to hotel and restaurant proprietors in Prince Edward Island, so they could improve their facilities. They felt that this was a step in the right direction.

Prince Edward Island hoped to have an Inn Keepers' Act in force next year. They hoped to sell the tourist operators in the province on the idea of making their accommodations and facilities attractive and making themselves qualified to look after the American tourist and visitors from other provinces in a fitting manner so that they will have all the service and courtesy to which they are entitled and will come back with pleasant tastes in their mouths.

DISCUSSION OF ADVERTISING PLANS

CANADIAN PACIFIC RAILWAY

Mr. J. Hugh Campbell, Manager, Department of Public Relations for the Canadian Pacific Railway, did not want to delay the proceedings at this time. At a later date he would be very happy to go into any phase of future advertising by the Canadian Pacific Railway. He reported that advertising plans were now in process.

CANADIAN NATIONAL RAILWAYS

Mr. A. B. Smith, Manager, Advertising Bureau, for the Canadian National Railways, stated that Canadian National's advertising plans for 1948 were now being considered but sufficient progress had not been made to enable an outline of them at the conference. The Canadian National Railways, however, would be in the picture again in 1948. The advertising of the various Canadian agencies, the Canadian Travel Bureau, the Provincial Governments, and the railways, in national media in the United States, forms a broad background picture of Canada's vacation appeal. No one advertising campaign stands alone; but rather if properly co-ordinated, one supplements the other and each agency benefits in results.

PROVINCIAL TRANSPORT COMPANY

Mr. R. G. Perry, General Passenger Manager of the Provincial Transport Company, on behalf of the motor coach industry of Canada, took opportunity to express appreciation to the Federal Government and the Canadian Government Travel Bureau, the Provincial Governments and other transportation companies, for the publicity campaigns which were released during the current year. Mr. Perry said his industry had benefited to a great extent from publicity which had been released in the United States by the various Canadian tourist organizations and it had been extremely beneficial in developing considerable traffic amongst Americans who have this year visited Canada in greater numbers than at any time in the past.

CANADA STEAMSHIP LINES

Advertising

Mr. C. C. Bonter, Traffic Manager, for the Canada Steamship Lines, said, as usual, he had something to say. He did not think there was any other subject on the agenda more important than advertising because he did not know of any other way of bringing our tourists in, except by advertising. He recalled when the only people who advertised for tourists were the transportation companies and a few hotels. He was delighted beyond measure when he heard the representatives of the provincial governments stand up and tell what they intended to do in the future and what they had done in the past.

Up until 1939 the Canada Steamship Lines spent one-quarter of a million dollars in four months.

They used some travel magazines because they believe the travel magazine reaches an audience that is interested in travel. They opened their campaign with 400-line advertisements because they are out of the press for eight months. They utilized the New York *Tribune*, *Times*, etc. Their advertisements were reduced to 200 and 100 lines because they found after many years experience, that the more frequent insertions of smaller space paid the biggest dividend.

Mr. Bonter mentioned that the Canada Steamship Line travels through a territory that has many things of interest to the Americans, such as Niagara Falls, Toronto, Lake Ontario, the Thousand Islands, Montreal, Quebec, Murray Bay, etc. It is a matter of elimination in advertising, as they have so many things well worth while. "Our audience is accessible to our territory", said Mr. Bonter. Their territory went as far west as Denver and south into Texas. National advertising was used to reach the territory west of Denver.

When the war came in 1940 and the American dollar became worth \$1.10, Canada Steamships reduced their advertisements to less than one-third. Then they had to stop advertising because they were at capacity.

Mr. Bonter was very happy to report that his company had just completed the largest season in the past 80 years. That was interesting for two different reasons. First of all they had two passenger boats tied up for 20 days due to strikes; secondly, rates were increased about 9 per cent or $9\frac{1}{2}$ per cent. But during that time they carried more passengers and received more dollars than ever before in their history. They did more advertising.

Mr. Bonter hoped all the delegates would receive a copy of the survey conducted by the Canadian Government Travel Bureau. It would be helpful in preparing advertising plans for the future.

A survey made by the Canada Steamship Lines revealed that the tide was running out. The free and easy money was not there in spite of the fact that Canada Steamships had this great season. So they spent more money in advertising, as they discovered years ago they could not expect to fill their hotels and steamers all year, as a result of May advertising. They advertised in July and went back into the newspapers in August for September business. In spite of bad weather the September business was larger than last year, which was the largest in the history of the Canada Steamship Lines. That also applies to the resort hotels. Almost every medium of advertising was used.

Mr. Bonter reported that Canada Steamship Lines hoped to get new ships.

When steel is available Mr. Bonter said his company has the assurance they will have new ships on Lake Ontario and the Great Lakes that will be the pride of Canada! They are being built so that when the St. Lawrence waterways are lengthened, Canada Steamship boats can go out and do business on the Atlantic ocean.

Mr. Bonter summed up in these words:—

"Every bit of advertising you, gentlemen, do, and particularly that done by the department headed by Mr. Dolan, is helpful to Canada Steamship Lines, and I think we all should co-ordinate our efforts. I know that if I had a campaign from the Canadian Travel Bureau people showing the dates on which they are going to run their half pages, I certainly will be in there.

I think this is an opportune time to thank all those here for the excellent work done in the past."

CANADIAN GOVERNMENT TRAVEL BUREAU

Advertising

Mr. Dolan told the delegates he hoped before the end of October he would be able to give them a pretty fair indication of the type of space he proposed to use and the dates of its appearance. He agreed with Mr. Bonter that one of the big problems facing the tourist industry next year is a co-ordinated advertising program by federal and provincial governments and the transportation interests represented at the conference. The organizations represented at the conference spend 95 per cent to 100 per cent of the advertising budgets of this country.

The Canadian Government Travel Bureau had reached the stage in its planning for next year, where Mr. Dolan was able to tell the delegates some of the things he proposed to do.

Instead of 51 magazines next year, approximately 30 will be used. Instead of full pages, two-third or half pages will be used. Mr. Dolan stated that some of the hardy perennials, including most of the class magazines, would be dropped from the bureau's list of media. He hoped to run more colour advertisements next year than had been used in the past.

As a result of a survey last year, the Canadian Government Travel Bureau had discovered that for reader interest its advertising of last year lead other travel advertising appearing in the periodicals of the United States with just one exception—which was a coloured advertisement and not a full page. It had been found that the bureau's coloured advertisements also were read more largely than the black and whites, with one exception—the first advertisement appearing in 1947. That first advertisement was read by more people in more magazines than any other travel advertisement that appeared in any other magazine in 1947.

Slogan

The Canadian Travel Bureau proposed to continue using the slogan "Canada—Vacations Unlimited" unless the conference had a better selection.

Photographs

Mr. Dolan told of the bureau's efforts to establish a modern photographic library. Every effort is being made to obtain improved photographs for use in publicity work. In that connection a photographer had been sent through Eastern Canada this year, and next year one would be sent through Western Canada.

Magazines

Mr. Dolan said he was prepared to let the delegates have the names of the magazines which would be dropped from the Canadian Government Travel Bureau list. He hoped to have copies of the proposed schedule for 1948 made available to the delegates before the end of October.

Last year, on two or three occasions where a national job of advertising was being done in an outstanding magazine, three Canadian organizations appeared in the one issue. Mr. Dolan did not think that was advisable. He hoped such a situation would not occur again.

Mr. Dolan asked the representatives to let him have a list of their proposed media, including insertion dates and size of copy. Such an exchange, Mr. Dolan believed, would help materially in planning the Canadian Government Travel Bureau's program.

Regional Advertising

Mr. Dolan advised the delegates that very shortly the bureau's advertising agency would be working on certain plans for newspaper advertising which will appear in the papers particularly adjacent to the areas across Canada.

In future Mr. Dolan hoped to set aside some money taken from the magazine field and do a more extensive job to benefit those areas in Canada which have not a sufficiently large budget to advertise extensively. He referred particularly to the provinces of Manitoba and Saskatchewan. He was not so concerned about Alberta because he felt the people there ought to "bless the Canadian National and Canadian Pacific Railways for what they do for Alberta's industry."

Mr. J. H. Campbell asked if the Canadian Government Travel Bureau's service could be used as a clearing house and distribution centre for their part of the advertising program. The Canadian Pacific Railway hoped to have a broad outline of their 1948 campaign completed on or about October 31st. They would then let Mr. Dolan know and depend upon him to make the proper distribution to the provinces. Mr. Dolan agreed.

Mr. McNeillie wondered if coloured advertisements could be obtained in less than page lots. Mr. Dolan replied that four colours could be obtained in the women's magazines.

Posters

In reply to Mr. Eyres question about posters, Mr. Dolan said the Canadian Government Travel Bureau had some 5,000 posters available for distribution and promised to send British Columbia 100 of each.

Mr. Dolan advised Mr. Courtney that he intended to prepare a poster showing a beach scene.

In viewing the display of Canadian Government Travel Bureau posters, Mr. McDiarmid remarked that he did not see anything representative of Manitoba or Saskatchewan. Mr. Dolan promised to include a suitable poster, depicting a Manitoba or Saskatchewan theme. This would be in the hands of an artist within a month, and he hoped to have it available before 1948.

To prevent over-lapping in the distribution of the posters, Mr. Dolan asked the delegates if they would let him know where they distributed them, so that the Canadian Government Travel Bureau would not be sending the posters to the same people.

NATIONAL PARKS OF CANADA

Mr. R. A. Gibson, Director, Lands, Parks and Forests Branch, Department of Mines and Resources, Ottawa, thanked the delegates present for their efforts in furthering the promotion of the National Parks of Canada. The advertising done by the various governments and the transportation companies, the stories written, the motion pictures shown and the radio broadcasts, all start people travelling through Canada and the National Parks. The National Parks, said Mr. Gibson, were one of the greatest tourist lures in Canada.

Parliament has granted increased funds in order that the Parks Administration may overcome arrears of maintenance that developed during the war, and to purchase equipment much needed for National Park purposes.

Already well over a million visitors to the National Parks in 1947 represented the largest attendance the parks had ever had.

Mr. Gibson reported not only a large number of visitors to the National Parks but also very satisfied visitors. All the accommodation in the National Parks has been filled throughout the tourist season and the visitors have been pleased with the high standard and the fair rates. Those who did not have the foresight to reserve accommodation in advance were willing to utilize the facilities available through concessionaires on the public camp grounds and take "pot luck". They went away satisfied and promised to return. Mr. Gibson felt this attitude was due largely to the view that many had expressed at the conference, that is, the friendly welcome which they received from the people in our country and the very earnest endeavour by everybody here to make their stay in Canada a happy one.

NEW BRUNSWICK NATIONAL PARK

The province of New Brunswick has offered, and the Dominion has accepted, an area of about 80 square miles in Albert County which is of outstanding interest from a scenic and recreational standpoint.

Replying to Mr. Smith about the new National Park in New Brunswick, Mr. Gibson said he would be glad to receive any suggestions as to a name. This would be discussed with the provincial government and the cabinet minister representing New Brunswick.

STATEMENT OF ATTENDANCE AT THE NATIONAL PARKS FOR THE PERIOD
APRIL 1-SEPTEMBER 28, 1947

National Park	1947	1946	Increase or Decrease
Banff.....	274,823	209,479	+ 65,344
Cape Breton Highlands.....	25,923	21,578	+ 4,345
Elk Island.....	44,640	39,114	+ 5,526
*Georgian Bay Islands.....	4,700	6,535	- 1,835
Glacier.....	615	303	+ 312
Jasper.....	66,781	25,827	+ 40,954
Kootenay.....	78,855	61,220	+ 17,635
Mt. Revelstoke.....	10,009	7,512	+ 2,497
Point Pelee.....	96,250	76,643	+ 19,607
Prince Albert.....	34,336	31,474	+ 2,862
Prince Edward Island.....	59,638	48,416	+ 11,222
Riding Mountain.....	174,872	155,353	+ 19,519
*St. Lawrence Islands.....	12,500	14,928	- 2,428
Waterton Lakes.....	147,151	125,193	+ 21,958
Yoho.....	28,440	21,013	+ 7,427
Sub-total.....	1,059,533	844,588	+ 214,945

STATEMENT OF ATTENDANCE AT THE NATIONAL HISTORIC PARKS FOR
THE PERIOD APRIL 1-SEPTEMBER 28, 1947

National Historic Parks	1947	1946	Increase or Decrease
Fort Anne.....	11,106	8,035	+ 3,071
Fort Beausejour.....	14,794	10,400	+ 4,394
Fort Chambly.....	22,382	19,883	+ 2,499
*Fort Lennox.....	1,200	1,118	+ 82
Fortress of Louisbourg.....	3,777	3,806	- 29
Fort Malden.....	10,672	12,592	- 1,920
*Fort Wellington.....	4,800	5,323	- 523
Port Royal Habitation.....	7,449	5,507	+ 1,942
Sub-total.....	76,180	66,664	+ 9,516
GRAND TOTAL—All Parks.....	1,135,713	911,252	+ 224,461

*Estimated.
September 30, 1947.

ADVERTISING

Still Photographs

Mr. Hooke asked if the Canadian Government Travel Bureau photographer mentioned by Mr. Dolan worked in conjunction with the various provinces. Mr. Dolan said he did in the Maritime Provinces. Mr. Hooke wished to be advised when the photographer started the western assignment, as Alberta desired to co-operate in every way possible. The Alberta Travel Bureau would make all its resources available to enlighten the photographer's work.

Mr. McDiarmid was advised that the Canadian Government Travel Bureau took some 250 black and white pictures and 140 kodachromes this year. He stated Manitoba had added 2,500 still pictures to their library this year.

Mr. Courtney hoped the photographs taken by the Canadian Government Travel Bureau would be available to Nova Scotia. He was anxious to get black and white pictures of his province.

Mr. Dolan said he was pleased to note the photographic libraries of the provinces were improving. He had written two or three times to the provinces for pictures but did not get as many as he required, nor were they as good as he thought they should be for advertising purposes. He pointed out that in magazines like *Life*, *Saturday Evening Post*, etc., we were competing with high class photographs of United States. We have got to have excellent photographs if our advertising is going to have reader interest. He hoped he would be able to get copies of the new provincial photographs.

The Canadian Government Travel Bureau felt deeply indebted to the two railway companies for the photographs which they supplied to the bureau last year. They were of considerable assistance in the preparation of advertising used by the bureau in the United States and were particularly helpful in the preparation of the bureau's new publications "Skiing in Canada", "Canada—Vacations Unlimited" and "With Rod and Reel in Canada". Without the help of the railway companies photographs, these publications would not have been as good as they are now.

Mr. Dolan left to confer with Canadian Broadcasting Corporation officials in connection with a broadcast on the tourist industry that evening. *Mr. Gibson* took over the duties of chairman.

Mr. McCall asked *Mr. Smith* if the railways had any plans for advertising which might be of some benefit to Ontario. He observed that past campaigns were built almost entirely around Jasper, Banff and the west coast.

Mr. Smith, replying, pointed out that the Canadian National Railways operate extensive mileage in Ontario; they also own and operate three hotels in the Province; Minaki Lodge, The Prince Arthur Hotel and the Chateau Laurier, and are therefore keenly interested in the development of tourist traffic to the Province. Its promotion takes the various forms available to them. Their booklet entitled "Playgrounds of Ontario" issued annually, features the resort areas and cities of the Province. This is supplemented by a tabulated list of tourist accommodations reached by Canadian National. Their booklet "Hunting, Fishing, and Canoe Trips in Canada" lists fishing and hunting camps and outfitters in the Province, and booklet featuring Minaki Lodge is given wide distribution. The varied tourist attractions of the Province are featured in window displays, and in motion pictures which receive very wide circulation in the United States. News and special events in Ontario are covered by press stories circulated extensively throughout the Continent by Canadian National's press services. *Mr. Smith* thanked *Mr. McCall* for calling the matter to his attention and assured him that Canadian National would seize every opportunity to afford the Province of Ontario adequate representation.

The Chairman concluded the discussion on advertising by reminding the delegates to send copies of their proposed advertising schedules to the Canadian Government Travel Bureau, about the end of October, or as soon as possible, so that the officials concerned may be kept posted on what the others are doing, to avoid duplication.

MOTION PICTURES

The chairman opened the discussion on motion pictures by calling upon Mr. Bowker, Production Liaison, of the National Film Board.

Mr. Bowker felt it would take a great deal of time to define the policy of the National Film Board, but he would be pleased to answer specific questions. On such short notice it was impossible for the Commissioner of the National Film Board to be present. Mr. Bowker said the Commissioner would be glad to meet with the tourist officials at any time they cared to discuss tourist films.

Mr. Bowker stated that no one was more aware of the importance to this country of the tourist industry than the National Film Board. The National Film Board has done, and is continuing to do, what it can to promote the tourist industry. "We consider that any film about our country that is distributed abroad is basically a tourist film. That is the reason for our international distribution set-up—to distribute information on Canada Abroad". For this purpose the National Film Board have offices in Washington, New York, Chicago, London (England) and Melbourne (Australia). They have fifty film libraries in foreign countries.

Mr. Bowker mentioned two tourist films which had been produced out of their own fund—"Jasper" and "Holiday at School (Banff)". Both of these were on the Rockies. "This year we have no tourist film program as such. What we do—it is going on now and will continue actively—is a newsreel program. I would like to discuss the value of it", said Mr. Bowker.

The National Film Board spends \$75,000 a year on newsreels. These newsreels are distributed through five major circuits in the United States, where they reach up to eighty million people. These newsreels depict Canadian life. In addition each newsreel is accompanied by a very complete newspaper syndicated picture story distribution.

Mr. Bowker was sorry he was not in a position to outline any definite government tourist program other than the small one on behalf of the Canadian Government Travel Bureau and National Parks Bureau. Their commitments are so wide on all types of films and funds so limited that they simply could not go into the tourist film business as such, except for production of tourist films for the government departments concerned. Mr. Bowker thought the reasonable contention was that a tourist educational film would be the responsibility of the Federal and Provincial governments. On the other hand, the resources of the National Film Board were at the disposal of the delegates. The National Film Board would be pleased to distribute any films that were made. Mr. Bowker mentioned they also made film strips. They have 80,000 pictures in their still film library and all these resources are at the disposal of the tourist officials.

Mr. Gibson asked if the National Film Board would undertake whatever distribution was asked by government departments. Mr. Bowker replied that the service is available to all governments, provincial and federal.

TOURIST SERVICE EDUCATIONAL WEEK

Mr. Rowebottom reported that at a recent meeting of the Canadian Association of Tourist and Publicity Bureaus held at Charlottetown, it was decided to again sponsor their National Tourist Service Educational Week campaign. He felt all the delegates were familiar with the campaigns which were held in 1946 and 1947. Very good results were achieved.

As President of the Canadian Association of Tourist and Publicity Bureaus, Mr. Rowebottom was deeply appreciative of the wonderful assistance which the Canadian Government Travel Bureau and every province had accorded the Association in its endeavours to tell Canadians of the value of the tourist industry to Canada in general and their own community in particular.

TOURIST EDUCATIONAL FILM

At the meeting in Charlottetown, Col. Welsh and Mr. Rowebottom were requested to bring to the attention of the Dominion-Provincial Conference the advisability of the National Film Board producing a film which would be distributed wholly in Canada but which would feature to the citizens of Canada some of the value of the tourist industry, stressing courtesy, service, adequate accommodation, etc. He asked if the Film Board could see their way clear to produce such a film. Could they do it out of their own funds or would they insist upon the various provinces paying for it?

Col. Welsh stated that one common problem that had to be met was the education of our own people. We have got to point out to our own people the benefits of the tourist industry to every man, in every province, in every walk of life. Col. Welsh thought the federal authorities were in a position to produce a film, directed to the citizens of every province that would be of benefit to each province. He thought this could be done much more effectively by the Dominion Government than by the provinces. He did not think that 5 per cent of the people of the Province of Ontario realized what the tourist business meant to them. He asked why the Federal Government could not produce a film directed to our own people as an educational film, pointing out the benefits that accrue to them direct.

Mr. Bowker, speaking for the National Film Board, said that as to the financial responsibility of the film he could only repeat what he said previously, namely, that the National Film Board had a very limited amount of money and a great deal to do with it. Inasmuch as the Canadian Government Travel Bureau and the Provincial Tourist Bureau are the people interested, and all of these organizations receive funds from their respective governments for that purpose, they might reasonably include the cost of the film under discussion in the cost of their year's program. On such a basis the National Film Board would be glad to make the film. The National Film Board would not be able to spend \$20,000 in the production of this film. Mr. Dolan estimated that the film would cost approximately \$15,000 to \$18,000.

Mr. Courtney asked if the film under discussion would be a 35 mm. The National Film Board suggested a 16 mm which would get very wide distribution in schools, service clubs, etc. Mr. Courtney said we would get much more benefit from a 35mm. film for showing in theatres. This would reach the general public and give us an opportunity to inform a great mass of citizens of the importance of the tourist industry, and the part they could and should play in fostering it.

Mr. Bonter said if the Dominion could set aside a certain sum of money sufficient to make a coloured sound film for distribution in theatres, showing the results of the tourist travel, stressing courtesy, etc. This could be part of the National Film Board "Canada Carries On" Series.

Mr. McCall stated his department was under the impression that the National Film Board was engaged in making documentary films of vital topical interest on subjects of national importance to the people of Canada. He could not think of any more fitting subject for such a documentary film than the shortage of American dollars. Tourist officials were agreed that the most important thing needed is a national appeal based on the importance of the industry which will produce that money. In August, 1945, Mr. McCall said he wrote to the National Film Board to suggest the production of a documentary tourist film. He was most shocked when the National Film Board replied that it was the responsibility of the provinces. He could not think of any subject with which the National Film Board could more properly concern itself.

Mr. Gibson said, no matter how important the subject may be "we never get a satisfactory degree of consideration from the National Film Board unless we put up some money." He suggested the Canadian Travel Bureau would have to put up some money to have such a film produced. The thing to do is to make a submission and have *Mr. Dolan* present it to his Minister. *Mr. Gibson* felt the main difficulty was not in getting the money to make the film, but how it was going to be prepared. He asked who would take the responsibility for a film which would meet the needs as outlined by the tourist representatives. He thought perhaps *Mr. Dolan* might take the responsibility.

Mr. Bowker said that naturally whoever pays for the film would decide how it was to be produced, but in any event it would be made in full consultation with qualified advisors.

Col. Welsh again said that he thought this matter was the most important one facing the conference. We could bring into Canada all the people we want but we have not got the accommodation, and our own people are not aware of the stake they have in this business. "Even if we have got to take up a collection amongst ourselves, we must make the film!" said *Col. Welsh*.

Mr. Bowker suggested an alternative would be to request Parliament to give the National Film Board the funds to make the tourist film.

Col. Welsh asked if the National Film Board produced documentary films on any subject in which Canada may be interested.

Mr. Bowker said the National Film Board tried to arrange part of their funds for those films which were not the direct responsibility of any particular government department but which were still in the national interest. What is left over, they apportion to films in the interests of various government departments; tourism is one of them. On the other hand, they felt that, inasmuch as the individual government departments have their own funds for tourist promotion if they want tourist films made, it is up to them to pay for such films. If, on the other hand, Parliament sees fit to put in the National Film Board vote, money which otherwise goes to other departments for films or publicity, then the National Film Board would make the films.

Mr. McNeillie wished to know what the National Film Board would consider a film of national interest. He could not think of anything that would be more important than educating the people of Canada.

Mr. Bowker answered that, for example "Canada-World Trader", a film promoting Canada's foreign trade, was a subject in the national interest.

Mr. Dolan was aware of the importance of an educational film. He summed up the results of the discussion as follows:—

- (1) All agreed that such a film should be made—that is, an educational film to impress upon our own people the importance of the tourist industry;
- (2) That it should be in colour.
- (3) That it would have to be paid for by some agency other than the National Film Board.

In reply to a question by *Mr. Eyres*, *Mr. Bowker* advised there would be very little difference in the cost of a 35 mm black and white film and a 16 mm coloured one. The National Film Board could make it in 16 mm only, in sound and colour or in 35 mm black and white for both theatrical and non-theatrical use. A colour film would have to be blown up from 16 mm to 35 mm to enable it to be used theatrically.

Miss Ainslie mentioned quotations which had been received by the Ontario Publicity department from other film agencies, which were more reasonable than those charged by the National Film Board.

Mr. Dolan asked if the film could be produced as part of the "Canada Carries On" Series. *Mr. Bowker* thought it could, in black and white at a cost of \$15,000 to \$18,000.

Hon. Mr. McDiarmid agreed with the idea expressed by *Col. Welsh*, that this should be a national effort. It was a matter of what is and what is not of national interest.

Mr. Bonter believed that during Tourist Week the moving picture industry of Canada would be delighted to run a 35 mm tourist picture as their contribution.

Mr. Courtney, speaking from former experience in the moving picture industry, felt the moving picture operators would support the tourist film wholeheartedly.

A recommendation was made by *Col. Welsh*, seconded by *Mr. Courtney* and endorsed by all, that the Dominion Provincial Tourist Conference recommend to the government as part of its program, that it undertake the production of a tourist educational film.

Mr. Eyres was fully in favour of a recommendation but wished to stress that the important thing was that the film would tell the people of Canada where the tourist dollar goes. He did not think a recommendation alone was sufficient. He thought a committee of three should be appointed to take the submission to the Chairman of the National Film Board while the conference was sitting, so that the matter would not be forgotten.

Committee Appointed

The following committee was appointed to meet with *Hon. Dr. J. J. McCann*, Chairman of the National Film Board, on the subject of making a tourist educational film.

Hon. Arthur Welsh
Hon. J. S. McDiarmid
Hon. L. H. Eyres
Mr. T. J. Courtney
Mr. D. Leo Dolan.

The Chairman of the Conference suggested that an editorial committee should be set up to act in an advisory capacity with the National Film Board, so that the film would be satisfactory to all concerned.

Mr. Bonter hoped the film would stress very carefully the courtesy of welcoming the tourist into this country.

Mr. McDiarmid said he had the idea that the National Film Board should be the servant of the people. "We should get not one film, but one every year," said *Mr. McDiarmid*.

Col. Welsh felt the decision concerning the making of the film should be very carefully considered. He thought it advisable to have *Mr. Dolan* supervise the production, as he would be on the spot. This picture would be made for a very definite purpose. There would have to be a lot of thought given to it. What he had in mind was not a picture showing beautiful scenery, but one to educate our own people.

Mr. Bowker offered to arrange a showing of some of the latest films of the National Film Board if and when so desired by the delegates while they were in Ottawa.

Mr. McDiarmid thought a visit to the studios of the National Film Board might be well worthwhile.

Morning Session, Wednesday, October 1, 1947

Acting as chairman, Mr. Gibson opened the meeting in Mr. Dolan's absence.

While waiting the return of the committee who were then meeting with the chairman of the National Film Board regarding the proposal made at yesterday's session, Mr. Glen Bannerman made a few remarks about exhibitions.

CANADIAN NATIONAL EXHIBITION

Mr. Bonter opened the discussion on the Canadian National Exhibition. He told of a recent letter from Mr. Smith of the *Financial Post*, asking him to send one hundred words by wire on what Mr. Bonter thought the Canadian National Exhibition could do in the way of improvements. Mr. Bonter thought it would be in order for the conference to make suggestions to Mr. Hughes along these lines because there was no doubt in his mind that the Canadian National Exhibition was a drawing power for tourists at the end of the season.

Mr. Bonter felt the exhibition should be extended for a period of three weeks. He thought it should be open on Sundays to musical and religious festivals. Additional days should be named after each province. Mr. Bonter felt that eventually each province might erect a building in the grounds to show what they produce in the way of natural resources, etc. He also thought much could be done to improve eating facilities.

Mr. Bannerman remarked that the idea of extending the dates of the Canadian National Exhibition was in line with the proposal to extend Labour Day.

Mr. Bonter further suggested that the Canadian National Exhibition could have a tourist day. He believed Mr. Hughes would like some encouragement from the conference.

Mr. McCall felt this was a very important topic and he asked that it be deferred until all members of the conference were present.

Mr. Gardiner suggested that a motion should be drawn up, pointing out the ideas mentioned, but first of all, it should include the comment that the conference thought very highly of the Canadian National Exhibition as being of tremendous value to the tourist industry, as it is.

Mr. Rowebottom advised that on the coast, Vancouver has changed the entire set-up of its exhibition this year. The name had been changed from "The Vancouver Exhibition" to "Pacific National Exhibition", and they are doing an excellent job. He felt Mr. Bonter's remarks would be applicable to the west as well as to Toronto. Mr. Rowebottom felt the exhibition authorities should be requested to consider the excellent suggestion of naming various days after the provinces.

Mr. Seymour mentioned that some of the summer exhibitions could not extend their run longer than a week, as they would not be able to draw sufficient attendance for a longer period.

Mr. McCall felt that since the Canadian National Exhibition is held in the City of Toronto and the City of Toronto are more or less trustees, he would prefer the suggestions for changes come from Mr. Bonter rather than any of the Ontario representatives at the conference.

Mr. Bonter was strongly in favour of extending the tourist season by all means possible. Six days in this industry brings a lot of money into the country.

Mr. Bonter suggested that in connection with the day set aside for a province, a luncheon could be held, having the Prime Minister of the province as a guest. On that day special effort should be made to show all the people what is produced in each province.

Mr. Gibson hoped the Canadian Government Exhibition Commission in preparing exhibits would make use of panels to show what Canada has to offer.

Mr. Bunker, Chief Inspector of Customs and Excise for the Department of National Revenue, stated that the majority of visitors to the Canadian National Exhibition were short-term visitors.

Mr. Bonter stated that the heavy tourist season was governed by the opening and closing dates of the schools.

Mr. Bannerman suggested the provinces send their suggestions regarding exhibits to the Director of the Canadian Government Travel Bureau.

The use of exhibition trains was suggested but it was felt this was inadvisable at the present time, owing to the shortage of rolling stock by the railways.

TOURIST EDUCATIONAL FILM

The committee which had been appointed to approach the Chairman of the National Film Board on the matter of having a tourist educational film produced by the National Film Board, returned from their meeting with Hon. Dr. McCann.

The committee reported that Hon. Dr. McCann had listened to the proposal. He had explained the workings of the National Film Board and the act under which the board operates. He suggested that a proposal regarding the production of a tourist educational film be sent to him through the chairman of the Dominion-Provincial Tourist Conference, which he would take up with the National Film Board. The submission should state definitely the type of film required. The National Film Board would let the chairman of the conference know whether they will pay all or part of the cost of the film.

Mr. Rowebottom enquired if Dr. McCann had seen the value of the film. Mr. Dolan reported that Dr. McCann had seen the value of such a film and wondered why the Canadian Government Travel Bureau had not done more work on tourist films. Mr. Dolan felt that duplication would result if his bureau went into the extensive production of films; furthermore, the provinces can do a better job in the production of tourist films than the Federal Government.

Mr. Dolan agreed to submit a proposal from the conference to Hon. Dr. McCann.

Hon. Mr. Eyres thought the conference should strengthen Mr. Dolan's hand by passing a strong recommendation to the National Film Board.

Col. Welsh was not satisfied that Dr. McCann had a full appreciation of what the conference had in mind. Everybody has agreed on the necessity for this film to overcome the lack of understanding of our own people of the importance of the industry to them. The National Film Board had undertaken films which they maintain are of national importance and they pay for them themselves. Some of them are not as important as a tourist film.

Mr. Eyres felt the recommendation should be directed to Mr. Dolan, as this was a project that Mr. Dolan, as head of the Canadian Government Travel Bureau, could very well undertake.

Hon. Mr. McDiarmid doubted if a recommendation addressed to Mr. Dolan would be as effective. He preferred to have the proposal directed to the Chairman of the National Film Board, asking them to see that their facilities are made available to the provinces direct.

Mr. Gibson pointed out that if the National Film Board should ask for and get the money to pay for the film, nobody could tell them what should be put in it. If the film were made with money supplied from the vote of the Canadian Government Travel Bureau, which is keenly sensible to the wishes of the conference, Mr. Dolan and his committee would be able to say to some extent what would go into the film.

Col. Welsh felt sure that if the production of the film were left to the National Film Board, it would not be satisfactory because they do not understand what was required by the tourist interests, whereas the Canadian Government Travel Bureau do. He preferred to have it left in the hands of the Canadian Travel Bureau.

Mr. McDiarmid felt the officers of the Federal Bureau have a better knowledge of the requirements of Canada. He regretted the National Film Board officials were not ready to state their case.

Mr. Léveillé announced that the Province of Quebec was prepared to make a tourist educational film for their province.

Mr. Hooke said he would like to know something about the activities of the National Film Board.

Mr. McDiarmid realized that it was not proper to take up the time of the conference talking about the National Film Board in respect to all the questions that are unanswered about that organization. He thought it was the responsibility of the conference at some later date to give the Film Board an opportunity to tell about its activities in detail in order to express in every way possible how the majority of the National Film Board people felt about the responsibility of performing a national service.

Mr. Bowker repeated what he had said previously, that if the delegates had any specific questions in mind, he would be glad to answer them as far as possible.

Mr. McNeillie (C.P.R.) asked Mr. Bowker if he did not, as an official of the Film Board think the film such as the conference was asking for, was a national film. Mr. Bowker answered that he certainly thought it was.

Mr. McNeillie thought the matter of business was one of negotiation between the National Film Board and the Federal Tourist department.

The discussion on the making of a tourist educational film ended, all agreeing that an appropriate recommendation to the Federal Government be prepared by a committee for final approval by the conference.

Appointment of Recommendations Committee

The chairman appointed the following gentlemen to form a committee to draft recommendations for the approval of the conference on the subjects that had been suggested:—

Messrs. Georges Léveillé

R. A. Gibson

C. C. Bonter

E. G. Rowebottom

Tom C. McCall

A. A. Gardiner

Lt.-Col. W. W. Reid

Hon. A. J. Hooke

W. A. MacDonald

D. Leo Dolan.

STATISTICS

Mr. R. A. Brown, Assistant Chief, International Payments Branch, Dominion Bureau of Statistics, Department of Trade and Commerce, drew to the attention of the delegates a booklet entitled "Canada 1947—The Official Handbook of Present Conditions and Recent Progress" issued by the Department of Trade and Commerce.

In connection with advertising Canada, Mr. Brown thought this booklet was one of the finest advertisements of Canada available, not because he had a little bit to do with the preparation of it but because it presents a wealth of information about Canada in an interesting and easily digestible format and is most useful in the education of our own people. This booklet sells for twenty-five cents to the public and about nineteen cents to groups of students or in quantities. Mr. Brown could not think of any better way of advertising Canada at such reasonable cost. The handbook is sent all over the world annually to our official representatives and trade commissioners by the thousands. It has been published in English, French, Spanish and Portuguese editions. Over the past twenty years, this little booklet, in its own quiet way, had done more to pre-acquaint the overseas traveller with Canada than any other publication. Its mission is to bring a better appreciation of Canada to Canadians and to the world. He should like to see it in every Canadian hotel and resort, on every train and steamship, within easy reach of our visitors. It would engender a curiosity to see more of Canada and to know Canada better.

The more Canadians travel and know their native land, the more they appreciate their own country and thus become better salesmen when the American visitors come here or when they meet them abroad. A person has to be sold on an idea or product before he becomes a missionary for that idea or product. You gentlemen are engaged in publicising Canada's attractions—province by province. The Canada Handbook can help you considerably. Why not use it? Direct it where it will do the most good.

Estimates of the Tourist Trade

Mr. Brown mentioned that at Charlottetown the estimates of the Dominion Bureau of Statistics on the tourist trade came under fire as too conservative. He felt that perhaps he had not answered to the complete satisfaction of the delegates there, but he was under a certain restraint. For one he did not wish to offend any of our American friends who perhaps were more interested in the advertising implications of more generous estimates. He did say that the tourist item is but one item in the international balance of payments for which a form of national ledger has been set up. The net value of our tourist trade to Canada was like other items such as interest and dividends, freight and shipping, merchandise exports, etc. The estimated value of the tourist trade is derived from a thousand and one calculations. When it comes to the end of a year, the Dominion Bureau of Statistics could get a pretty good picture of how Canada stands from information collected monthly throughout the year. Inflated figures of tourist expenditures would not check with the settlement figures in the balance of International Payments as recorded by the Bureau. Part of the national picture is limited, but one item which can be reasonably estimated is the income from the tourist trade. There was an overall adverse balance of \$604,000,000 last year in our current account with the United States. That sum was required to balance our account with the United States. While larger income from American visitors would be greatly appreciated, there is no conclusive proof that our estimates are not within reasonable limits of error. Mr. Brown felt that while Canadian tourist estimates are perhaps conservative, they are not seriously conservative. The international accounts had to be balanced and there has to be a equitable figure for the tourist traffic. Inflated and untenable estimates would lead only to disappointment and discouragement, especially to those striving so valiantly in the promotion of a worth while tourist industry.

Mr. Brown mentioned the talk about how much Canadian currency Americans picked up in the United States before coming over to Canada. He felt it was a relatively small amount of the total tourist expenditures. He could

not conceive why Canadians would want to sell Canadian money in the United States particularly when the American price structure was higher than our own. Several banks in the United States reported that the amount of available Canadian currency in the United States is not large. As against total American tourist expenditures of \$215 million in Canada during 1946 it is not relatively important.

The Canadian dollar is quoted on the so-called unofficial market in New York at a discount and the most important fact about this unofficial market is that transactions in it are entirely restricted to non-residents. The great bulk of the transactions which non-residents have with Canada take place at the official rate of exchange. Canadians are granted any reasonable amount of American currency for travel purposes at par—so only morons would accept a 10 per cent discount on their Canadian currency when they can currently secure American currency at par for their travel expenses before leaving Canada.

There are, however, certain types of capital payments to non-residents which under existing Foreign Exchange Board regulations are not eligible for conversion into U.S. funds out of Canada's official reserves; for example, proceeds of maturing obligations payable in Canadian funds. These inconvertible Canadian dollars form the basis of unofficial market transactions between non-residents and the sale of these funds takes place at whatever rate agreed upon between the non-residents concerned. Their use is limited. They cannot be used to pay for exports from Canada nor for most of the current services rendered by Canadians. American tourists may also cover some of their Canadian dollar requirements in this way but in practise it has been found that the greater part of their expenditures has been covered by the sale of U.S. funds in Canada. The significance of the unofficial market relates mainly to capital items.

Discussion on Statistics

Mr. Dolan felt there must be some movement in the United States when big newspapers would advise their clients to go to the banks and save \$8 to \$10, but he did not know where they obtained the Canadian exchange.

Mr. Brown reported that practically all payments to the United States appearing as financial transactions with the United States must go through the Foreign Exchange Control Board and they maintain the official rate of parity. He had mentioned the existence of some Canadian money on the New York free market where the holders do not wish to wait for settlement or could not secure American dollars from our diminishing official reserves. The amount involved was very small in relation to the total money passing between the United States and Canada. The great bulk of business is done on a well established basis at par.

In reply to Mr. Dolan's question about the large amount of money spent in the United States by Canadians, Mr. Brown explained that this was largely due to the fact that so many Canadians visit expensive places in Florida, California, and metropolitan areas during the winter months. On the average they travelled farther, stayed longer and as a result spent more per capita than Americans visiting Canada. A portion of the expenditures by Canadians in the United States was attributed to the fact that Canadian visitors bring back more merchandise from the United States than Americans currently do from Canada. This may be due to the shortage of commodities which Americans normally purchase, such as woollens, crockery, etc.

For the first half of 1947 statistics revealed that actually more money was spent by Canadians in the United States than by Americans in Canada.

Mr. Eyres asked if it was possible for Americans to buy their Canadian money at \$8. Mr. Brown replied that it was possible to a limited extent at a 10 per cent discount usually, but the supply available in American banks was not large and confined principally to New York state where the unofficial market existed.

In reply to Mr. Bonter's question, Mr. Brown explained that the Dominion Bureau of Statistics tried to divide the tourist trade into two groups: short-term and long-term visitors. Only eighteen per cent of the tourist revenue came from people in the short-term group, while some 86 per cent of the total persons visiting Canada during 1946 fell in the short visit classification.

Mr. Léveillé asked Mr. Brown if he could explain the discrepancy between the figures that appeared in the travel magazines and those issued by the Dominion Bureau of Statistics. He had read widely circulated articles in American publications that Americans would be spending eleven billions of dollars on travel. Provided 20 per cent of the tourists came to Canada, that would make an expenditure of approximately \$500,000,000.

Mr. Brown explained that the figures in question were based on average family budget incomes of say \$3,000, assuming that perhaps 10 per cent of that income was spent on travel. In actual practice, the average family might not spend that amount on travel. Further, only 10 per cent of American travellers rather than 20 per cent might come to Canada, as the recent sampling would indicate. He believed the travel newspaper and magazine fraternity were strong on facts and weak on figures.

Mr. McCall said that average expenditures this year were less than last year. One reason is that the cost of living has risen tremendously. Travel funds are something they can take or leave and they don't have to travel—but they have to eat. If living costs wipe out their savings for travel, travel is going to take it in the nose. It may have an effect on Canada. It would have an effect on the average expenditure because people who used to spend eight dollars, spend five and will spend proportionately less money.

Mr. Bonter felt in spite of the increase, Americans spent less money than last year. The average expenditure per car was less.

Interprovincial Tourist Statistics

Mr. Rowebottom enquired about the possibility of the Dominion Bureau of Statistics compiling interprovincial figures. Mr. Brown said he had given a lot of thought to the matter but was at a loss to know how to do it economically. He explained the difficulty of counting Canadian tourists at all the interprovincial boundaries and ascertaining their expenditures within each provincial area. Arrivals by motor car, train, bus, boat and plane, etc. would have to be covered. It would be an expensive and difficult job for most provinces.

Mr. Bunker suggested the use of an automatic counter on roads to check the number of vehicles.

Mr. Léveillé revealed that the Province of Quebec had started taking its own census. During the month of August checkers had been posted at points of entry into the Province of Quebec to count the number of American cars coming into the province via other provinces. This procedure will be followed again next year. In connection with obtaining this information from our visitors, Mr. Léveillé pointed out the necessity of tactfully explaining to the tourist why he was being questioned.

Mr. Brown suggested the provinces take the provincial estimates of American tourist expenditures supplied by his bureau as a basis and add them to their own provincial calculations to arrive at an estimate of the total value of all tourist trade in their respective provinces.

Mr. McCall asked if Mr. Brown's office could be used for a clearing house for information which might be compiled by the provinces individually. He promised to get going on interprovincial traffic figures.

British Columbia delegates said they would be very happy to work with Alberta at border points. Nova Scotia and Prince Edward Island already count the number of tourists.

The conference proposed a motion of thanks to Mr. Brown to be included in the recommendations.

CUSTOMS

Mr. G. Norman Bunker, Chief Inspector of Customs and Excise, Department of National Revenue, outlined the difficulty in obtaining efficient Customs personnel. Some years ago the Department of National Revenue embarked upon a very definite policy of training their customs officers in the importance of courtesy. Results had been achieved and he hoped for even better service in the future. This year at least one-third of the customs officers who handled the American public were new on the job. Complaints had been few.

Mr. Bunker thought that too much emphasis on the value of the American dollar had reached the point where it might produce bad repercussions.

Next year the customs division intend to issue a special bulletin to all officers indicating just how they should undertake their duties.

Mr. Dolan could not recall any complaints coming to the Canadian Government Travel Bureau which were in any way critical of customs or immigration officers at our border. In the survey conducted by the Canadian Travel Bureau this year, Americans had been asked for criticism of the unpleasant things they had found in Canada. Not one person mentioned customs or immigration officers. Nine out of ten said courtesy and friendliness are what they enjoyed most in Canada.

Mr. Rowebottom praised the customs and immigration officers in British Columbia.

The number of visitors examined at present is practically double that of wartime years, said Mr. Bunker. It was a problem to get enough staff to handle this traffic.

From observations made by customs officers in Eastern Canada, the consensus of opinion was that the United States tourist on the average is not spending as much money this year as he did in 1946.

Mr. Dolan remarked that when a tourist is exploited, he does not go back to the United States and say where he was gyped, he says he was gyped in Canada. This was injurious to all nine provinces in Canada.

Mr. Gibson thought more use could be made of the people who run service stations. They were potential public relations officers for the tourist business.

Mr. Dolan mentioned that numerous Canadian subsidiaries of companies, whose head offices were in the United States, such as rubber, oil, automobile and food distributors, benefit by the tourist industry and he hoped they would co-operate in a general movement to see how important it is to them to have courteous employees.

Mr. Eyres was in favour of working with the oil companies so that the service station attendants could be given factual information that could be passed on to the tourist regarding roads, places of interest, stopping places, etc.

Mr. Léveillé suggested the advisability of an exchange of personnel among the different provinces. Ontario representatives said they would welcome such an exchange of personnel. The receptionists employed by the Ontario Depart-

ment of Travel and Publicity are moved around frequently, in an endeavour to build up a nucleus of people who have a fairly good knowledge of all parts of Ontario.

Mr. Léveillé was also in favour of a medical map, showing saline waters, altitudes, areas free from ragweed, etc. He also favoured a gastronomical map.

Mr. Gibson advised that an increasing amount of attention is being devoted to the subject of geography. He suggested the delegates send to Mr. Dolan any ideas they had in the way of mapping Canada differently.

Afternoon Session, Wednesday, October 1, 1947

The chairman opened the meeting for general discussion on tourist accommodation, food, highways, or any other matter in connection with tourist development work. He hoped these matters would be discussed from the angle of whether the Federal Government can co-operate more closely.

FINANCIAL ASSISTANCE FOR ACCOMMODATION

Mr. Byrne mentioned the need for accommodation. The difficulty is to get the type of person really interested in the tourist trade who has the necessary capital to develop it. 'Is there any way in which, through the Department of Reconstruction or any agency of the Federal Government, financial facilities could be made available to the people who are prepared to provide the right type of tourist accommodation?' asked Mr. Byrne.

Mr. Dolan stated, on two or three occasions persons who approached the Industrial Bank, had been denied loans on the grounds that they do not loan money for ventures in the tourist industry.

Mr. Byrne wondered if representations could be made to the Industrial Bank to have them modify their policy.

Hon. Mr. Connolly said he knew of friends who had applied to the Industrial Development Bank and had been told they considered it was a very bad risk to loan to hotels, resorts, etc. He felt differently about this and was under the impression the Industrial Development Bank had been established for just such purposes.

Mr. Bonter said if we are going to increase the tourist traffic to this country, we certainly have to increase the accommodation.

Col. Reid reported that Prince Edward Island could not take any more visitors during the months of July and August until they got more accommodation. Two important steps were taken during the present year by the Prince Edward Island Government to assist in promoting the tourist industry—the passing of the Innkeepers' Act and the appointing of a Tourist Promotion Loan Committee, subsidized by the Government, with certain loaning powers to assist in the improving of old or establishing of new tourist accommodation. While the Tourist Loan Committee is actually functioning, the Innkeepers' Act is yet to be enforced. It is hoped the government of Prince Edward Island will this year see its way clear to appoint an inspector to see that provisions of the Act are carried out faithfully.

Col. Reid explained that the loan set up was very simple and a low rate of 4 per cent interest was charged. Efforts are being made to persuade the government to drop the interest rate to 3 per cent. The loan could be repaid over a period of five years. The Loan Committee was quite prepared to grant an extension for another three years if the owner says he is trying to make improvements in his property. All he pays the first year is the interest charges and the second year he starts paying on the principal as well.

Mr. Bonter deplored the practice of hotels sending guests to rooming or apartment houses at exorbitant rates.

Mr. Rowebottom reported that many people in British Columbia had approached the Industrial Bank without success.

It was recalled by *Mr. Dolan* that last year *Mr. Gordon Murchison*, Director, Soldier Settlement and Veterans' Land Act, of the Department of Veterans Affairs, had explained fully the operation of the Veterans' Land Act.

Mr. Gibson pointed out that supplies were not available for construction purposes even if the financial assistance could be obtained, nor were there enough experienced builders.

Mr. Dolan would like to see greater improvement in the architecture of our buildings, particularly our customs and immigration structures at border points.

Mr. Bunker reported that the Department of National Revenue had not overlooked the need for improvement in its customs buildings and was ready to begin on these improvements as soon as supplies were available.

The Blue Water Bridge Customs Terminal at Sarnia was cited as an example of what the customs officials are striving for in new buildings.

Mr. Bunker believes the average American traveller is quite willing to pay substantially for good accommodation if he is given value for his money. In comparison to the hotels in the United States our tourist cabins look very bad.

Mr. Bonter stated that in spite of the shortage of materials, and accommodation, four new moving picture houses had opened in Montreal two weeks ago.

Hon. Mr. Eyres reported that more of the better type of camps had been built in British Columbia recently than in any year before the war. Most of the building had been done in places where there is a tourist business during the twelve months' season. An operator could not be expected to go back where he has business for only July, August and September and is going to lose money for nine months of the year. *Mr. Eyres* thought the building material shortage on the West coast was easing up somewhat.

Mr. Rowebottom touched briefly on the question of rental controls of tourist cabins. In British Columbia many complaints had been received from the operators of auto courts and cabins throughout the province against rental controls as they now exist. He wondered whether other provinces had experienced the same difficulties. The auto court and resort owners have been appealing to the government for repeal of the rental regulations. The tourist authorities in British Columbia had recommended that, provided there was no eviction of returned men and men with families involved, they should be taken out of the hands of rental control. Many returned men and married men with families under rental control have become permanent tenants in auto courts and tourist cabins, causing loss to auto camps owners who require the accommodation for regular tourists.

Mr. McCall stated this situation did not exist in Ontario.

Mr. Léveillé said Quebec did not have difficulty on this score as most of the cabins were not winterized for permanent occupation.

ROADS AND ACCOMMODATION

Hon. Mr. McDiarmid stated that the two fundamental problems were lack of highways and lack of accommodation.

In the way of accommodation, *Mr. Léveillé* felt there was not much to suggest while the matter was still in the hands of rent control. In connection with roads *Mr. Léveillé* reported that expenditures in the Province of Quebec for the improvement of existing routes and the addition of new highways will be around \$30,000,000.

Mr. McDiarmid felt that this question of highways is a truly urgent one. A few years ago many of us held the opinion that highways could be classed as postponable projects—to be carried out at such times as employment needs might dictate. Federal policies and, to a large extent provincial policies have reflected these views. It was Mr. McDiarmid's opinion that any further postponement in the development of a sound highway system in our country would be a very serious mistake indeed. He felt that there was great need for an adequate national highway across Canada and that it should be federally built. He asked "Do we wish to curtail our industry to suit the volume which we can take care of under present conditions or do we wish to expand our facilities to take care of the ever-increasing visitor demand?"

Where Canada would stand today without our tourist dollars would be hard to say, said Mr. McDiarmid. The tourist industry was one of the greatest industries in Canada. Mr. McDiarmid believes we have a potential tourist industry in Canada, immeasurably beyond the present value of \$225,000,000. "Give us the facilities, give us the accommodation; and give us roads!" said Mr. McDiarmid, "and the value will double in less than five years, and inside of ten years will be worth a billion dollars in this country, which is still young."

Mr. McDiarmid did not know the solution to the problems, but he did know that if the present trend of shortage of accommodation in every centre of Canada persists, it will be impossible to invite visitors from America or any country.

Trans-Canada Highway

The steering committee suggested the conference continue to recommend the construction of a modern Trans-Canada highway at the earliest possible moment.

Hon. Mr. Eyres felt that most of the provinces are very cognizant that roads and accommodation are the two fundamental things required. Most of the provinces are awake to the extent that they are spending more on roads than ever before in their history. Over a period of ten years British Columbia would spend \$210,000,000 on a road program. In the coming year \$40,000,000 would be spent to make it possible for the tourist to ride over roads that are not dusty.

Col. Welsh thought every government is bending every energy they have and they don't have to be needled about roads. The Ontario Government is spending \$50,000,000 on a road construction program this year.

Mr. Bonter recalled hearing the Prime Minister of Ontario discuss the requirements for good roads and what he intended to do. In spite of that, he did not see why this conference, which is so much interested in tourist traffic, should not continue to recommend to the people in authority the need for continuous building, when material and labour is available for the Trans-Canada Highway.

Hon. Mr. Hooke felt it well worth while that the conference stress the need of a Trans-Canada Highway.

Mr. Dolan said that as far as transportation facilities, railways, steamships, airlines, hotels and restaurants are concerned, they gave better service during the war than any other nation. No nation was so well served during the war as Canada but he wanted to be able to say the same thing now the war was over.

Mr. Bunker stated that hundreds of enquiries were received about the Trans-Canada Highway. Many visitors would continue through Canada if there was a good Trans-Canada Highway.

Mr. Byrne felt there would never be a more opportune time to press for a Trans-Canada Highway as a strong argument could be advanced for the early completion for purposes of defence.

Mr. McCall mentioned the high cost.

Mr. Eyres could not think of any one thing that would boost the tourist attractions of Canada more than a modern Trans-Canada Highway, hard surfaced from coast to coast.

Mr. Dolan pointed out that we have already a so-called Trans-Canada Highway. He thought what the conference meant was a *modern* highway across Canada. He revealed that the Canadian Government Travel Bureau had routed 1,000 people over the Trans-Canada Highway this year. It was not the kind of Trans-Canada Highway he would like to see nor what we will have eventually, but to say that one could not drive a motor car across Canada, was a statement he could not let pass without denial. Some portions of the Trans-Canada Highway were just as good as some of the "goat trails" he had driven over in sections of Canada.

Mr. Gibson stated that as roads improved that class of travel increased very rapidly. The roads in the National Parks were not what they should be. He would appreciate having something said about the need for improved roads in our National Parks.

Conclusion

The majority of the delegates agreed that a recommendation concerning the completion of a modern Trans-Canada Highway, and a recommendation for improved highways in the National Parks of Canada be drafted for approval on the conference.

REGULATION AND CLASSIFICATION OF ACCOMMODATION

The chairman asked some of the provinces who had put legislation into effect governing tourist accommodations, to tell the conference just what had been done.

Mr. Rowebottom informed the conference of the regulations under which British Columbia is now proceeding to establish the classification and grading of resorts as soon as possible. A committee is studying this problem in British Columbia to devise the machinery to handle the classification and grading and make certain recommendations. Recommendations had been made that camps in British Columbia be classified as one, two, three and four star camps. California and Oregon use this system. It had come to *Mr. Rowebottom's* attention that some provinces are using the classification, A, B, C, and D. He thought it would be better if all provinces could use the same system of classification. He asked for an expression of opinion from those provinces who have set up classification and grading and an outline of the machinery under which they do their classifying.

Hon. Mr. Hooke stated that Alberta has regulations governing the operation of tourist camps in his province. Alberta undertook to send out a questionnaire to all those operating tourist camps and according to the answers given, they were classified as A, B, C and D.

Mr. Rowebottom did not think it was very satisfactory to classify the camps on their own statements without sending out an inspector to verify their claims. *Mr. Hooke* said that Alberta is following up with inspectors.

Mr. Brown suggested the advisability of a unified system of grading throughout Canada that Americans would understand. He thought the system used by the American Automobile Association would readily be recognized by any American, rather than having seven or eight different systems across Canada.

Mr. Rowebottom was in favour of unification.

Mr. Byrne stated that the same system of grading (by stars) was used throughout the United Kingdom.

Mr. Rowebottom explained that British Columbia refused to issue licences to those operators who do not comply with the regulations.

In reply to *Mr. Dolan's* query, *Mr. Rowebottom* said British Columbia did not regulate the prices.

In reply to a further question by *Mr. Dolan*, *Mr. Rowebottom* stated there had been few complaints from the trade. A majority of operators were all in favour of classification. The auto courts and resort owners associations had assisted in the grading.

Mr. Byrne told of a convention in Edmonton of tourist camp operators throughout the provinces, at which the necessary regulations were drawn up, based upon their own suggestions after three days in session.

Mr. Dolan was pleased to hear the classification regulations regulating and grading of auto camps was moving in a forward direction. When conditions permit improvements in accommodation to be made, he hoped all the provinces would undertake the regulating and classification of auto camps.

Mr. Gibson believed a simple universal standard form of classification would be of great assistance to the tourist. When the tourist made his reservation in advance, he would know the type of accommodation to expect on arrival.

Mr. Rowebottom advised *Mr. McCall* that British Columbia had 1,130 camps under licence.

Mr. McCall advised concerning Ontario's minimum standards of classification for licence for all tourist camps. They cannot operate in Ontario without a licence. A great deal of thought and consideration had been given to the matter of classification but it is a tremendous problem. Ontario was not quite ready for classification but when they get a line drawn between the good and bad, they can proceed to break down the camps into categories. Ontario's experience has been that their operators were most energetic in demanding some form of regulation. They are all for more than minimum standards. Ontario has a report on every one of their tourist camps. Commencing next year, all must be licensed.

Col. Welsh asked if the fact that a camp holds a licence in British Columbia guarantees the tourist that that camp is up to any particular standard now. *Mr. Rowebottom* replied, yes, that the operators had to first comply with British Columbia's regulations before receiving a licence. Inspection is carried out by sanitary experts from the Department of Health. Coming from the Health Department, the inspectors have a little more authority. All camps have been inspected in British Columbia.

Mr. McCall enquired if British Columbia required the posting of rates. *Mr. Rowebottom* said, not at present, but he thought they should.

Mr. Rowebottom advised *Col. Welsh* that hotels were operated under the Hotel and Innkeepers' Act and inspection was carried out by the Health Department. He explained the method of inspection carried on by the Health Department.

Col. Welsh remarked that the problem in British Columbia was similar to that in Ontario. The tourist homes and standard hotels do not come within the jurisdiction of the tourist department of Ontario. Ontario gets very few complaints about tourist homes.

"The same thing exists in Quebec," said *Mr. Léveillé*.

Mr. Rowebottom said the sanitarians inspect the tourist homes but lacking authority to enforce regulations in cities and municipalities, report to the municipal or civic authorities. As a rule the civic authorities followed up the case. The British Columbia Travel Bureau has no check-up.

Mr. Byrne felt an endeavour should be made to get a more or less uniform standard of requirements for inspections. Also if we have standard classification across the country for tourist cabins and camps, something similar should be done in regard to hotel accommodation.

Mr. Dolan did not like to see the conference getting into the hotel situation. He was of the opinion that if all tourist cabins, camps, and motels were brought under regulation, before long similar action would be taken by the hotel associations concerning hotels. The hotels in Canada operated by the railway and steamship companies are, *Mr. Dolan* said, the finest in the world. *Mr. Dolan* favoured the star system of classification.

Col. Welsh asked if any attempt had been made to inspect restaurants in rural British Columbia.

Mr. Rowebottom stated that recently the Health Department had adopted stringent regulations which if rigidly enforced would ensure cleanliness and satisfactory sanitary conditions.

Col. Welsh reported that Ontario's experience with health officers had not been satisfactory. The job was not done thoroughly.

Mr. Phillips informed the conference of an Act in New Brunswick covering the inspection of camps. New Brunswick does not propose to cancel any licences but will omit from their publication "Where to Stay in New Brunswick" the names of those operators who do not conform to the minimum standard. The star system on a three-two-one basis will be used.

The necessary machinery is in process of being set up now with the assistance of the tourist operators themselves. The actual inspection in New Brunswick will be done on a basis of request from the operators. A preliminary survey made this summer indicates very general interest and hearty welcome on the part of the trade.

Mr. McDiarmid advised that Manitoba has legislation to cover the problem.

SURVEY BY CANADIAN GOVERNMENT TRAVEL BUREAU

Mr. Dolan outlined the highlights of a confidential survey mentioned earlier in the session as follows:—

1. Three out of four United States citizens now think of Canada as a fine place in which to spend a vacation, yet only one in ten of them will come to Canada this year.
2. The number of United States citizens taking vacations has increased each year since 1945.
3. In any one year under peacetime conditions, all of U.S. citizens considered to be prospects for a Canadian vacation, something in the neighbourhood of 50 per cent who could go away on vacations, *actually* do not go.
4. The vacation habit is more general in urban areas than in rural.
5. This year, "too busy" is of growing importance, and "expense" has doubled as a reason for *not* taking a vacation.
6. Among those who took vacations in all three years, 1945, 1946 and 1947, 39 per cent went to the same place each year, and 61 per cent went to different places.
7. By far the largest proportion of United States citizens spent their vacations in the United States. But those who have gone to Canada have increased from 8.7 per cent (1945) to 10.3 per cent (1946), with a still better figure in prospect for 1947.

8. One-third spent their vacations with friends or relatives—the strongest reason for selecting a place to go; 19·6 per cent of those who went to Canada in 1947 gave this reason.
9. The *husband* appears to have more influence upon vacation decisions and where the family is going to spend a vacation than any other member of the family.
10. Six out of ten persons in urban communities start their vacations in either July or August.
11. Farmers' vacations are more widely spread over all months, without as much July-August concentration as is characteristic of urban habits.
12. Most people decide in April and May where they are going to spend their vacation.
13. Two-thirds of the persons interviewed take two weeks or less for their vacations.
14. Almost one-quarter of those who have taken their vacation in Canada, *have done so five or more times*. But 43·1 per cent have had only one vacation in Canada.
15. While advertising was not specified a major reason for thinking of vacationing in Canada, 80·3 per cent who had vacationed here, had seen Canadian advertising; 65·6 per cent of those who had never been to Canada had seen the advertising.
16. As many vacationists in Canada stayed in homes of friends and relatives as stayed in large hotels (27·1 per cent of the total).
17. Three-quarters of those who came to Canada came by automobile.
18. In general, the attitude of United States citizens towards spending a vacation in Canada is favourable—even among those who have never been here.
19. More than seven out of ten vacationists were satisfied with accommodations in Canada, though one out of ten expressed no opinion.
20. Nine out of ten United States citizens spoke in the highest terms of the courtesy and friendliness of Canadians.
21. Roads in Canada were criticized more than any other vacation experience; 15 per cent said they were poor and 29·6 per cent regarded them as just fair.
22. Most United States citizens are aware of the lower prices prevailing in Canada.
23. Canada's scenery was rated the most popular factor in vacation experiences.
24. Winter sports were named as the best-liked feature by an almost negligible percentage.
25. When specifically asked to name unfavourable features, more than one-third of the vacationists were unable to recollect any Canadian vacation feature worthy of criticism.

It was decided by the Department of Trade and Commerce to make copies of the survey available to the provinces and organizations represented at the conference on the basis that it would be considered a confidential exchange

between the Federal Government, the provinces and the transportation companies. The survey is not to be used for any purpose other than to assist in the promotion and development work being undertaken by all representatives at the conference.

Messrs. Brown and Kidd explained to the conference the methods used in gathering the information for the survey.

Mr. Bonter complimented Mr. Dolan on his wisdom in having the survey made. It was the finest thing done in many years and would be of great assistance to the conference delegates.

Extension of Date of Labour Day

Mr. Bonter opened the discussion on the question of extending the tourist season. If the program for extending the date of Labour Day in the United States goes on with as much drive as it has this year, then Mr. Bonter believed Canada would benefit tremendously by the number of Americans who would remain in Canada through September.

Mr. Brown drew the attention of the conference delegates to a new factor which is appearing in the tourist picture, namely, "mass vacations" in industry.

Over a million American wage earners were given mass vacations by the closing down of their plants this summer, principally in areas adjacent to Canada. He wondered if it would not be possible to secure a list of these plants annually so that direct advertising might be focused on them some time before the plant closed. This constituted a concentrated market of one million potential customers being let out for two weeks en masse. They may be very susceptible to direct advertising on Canada as the perfect vacation land.

Mr. Brown believed that the "mass vacation" movement in American industry will spread. It might be advisable if we would concentrate some publicity next year on this holiday market of mass vacations, if only as a test.

A study made by Mr. Brown revealed that in 1946 there were about 90 per cent of the workers in the United States receiving vacations with pay, representing a tremendous tourist potential upon which to shower invitations to holiday in Canada. Some larger U.S. firms maintain public relations staffs to help their employees plan vacation travel. They should be made Canada conscious.

ALASKA HIGHWAY DURING 1947

Mr. R. A. Gibson, Director, Lands, Parks and Forests Branch, Department of Mines and Resources presented the following report on the "Alaska Highway during 1947".

Interest continued unabated in the Alaska Highway and the areas to which it provides access although it was found necessary to continue the restrictions of former years on tourist travel over the highway owing to the lack of sleeping and dining room accommodation and of facilities for servicing automotive vehicles.

It was the opinion of the Canadian Army, which is the maintenance authority, that wide open tourist traffic could not be permitted. It was in no position to provide service to any but its own employees and they did not wish to have the maintenance problem complicated by unnecessary use of the highway.

Military personnel, both Canadian and American, travelled without permits while on duty. A travel permit was not required of any one who used the regular bus lines. Likewise no restrictions to travel were placed upon the southerly 100 miles of the highway which passes through settled country, nor

upon sections of the highway in the vicinity of Whitehorse which had superseded former local roads. Travel permits were freely given to those with actual business along the highway or in Alaska, including prospectors and geologists, and to properly organized hunting parties accompanied by a qualified guide, providing their vehicles were roadworthy and they were able to sustain themselves en route without calling upon the authorities for assistance.

On January 1, 1947, the responsibility of carrying on the work formerly the duty of the Special Commissioner for Defence Projects in Northwest Canada, Edmonton, Alberta, was transferred from the Privy Council to the Department of Mines and Resources. The office was closed in March, 1947, and the task of issuing travel permits and for controlling traffic on the Alaska Highway was transferred to the Assistant Commissioner, Royal Canadian Mounted Police, Edmonton, the latter being assisted by a committee composed of representatives of the Departments of Mines and Resources and National Defence (Northwest Highway System).

The development of travel accommodation along the highway, such as sleeping and diningroom facilities and automobile service stations, has been left to private enterprise. These establishments continue to increase but the principal handicap to travel now remains in the lack of motor car repair garages. There are no public garages other than service stations between Fort St. John, British Columbia, and Whitehorse, Yukon Territory, except for a small garage with a towing truck at Fort Nelson, British Columbia.

It has been noted that a high proportion of the civilian travel over the highway consists of persons provided with trailers or camping equipment who are going to Alaska either on business or to settle. During the summer of 1947 the Department of Mines and Resources constructed seven camp grounds in Yukon Territory to provide accommodation for these travellers. The campgrounds were constructed along the same lines as those in the National Parks. They have cleared spaces for cars, tents and trailers and are provided with shelters containing cooking stoves and tables, fuelwood, proper sanitary facilities and water supply.

During the year the Government of British Columbia resumed active administration of land along the highway in that Province. Arrangements were worked out whereby all prospective settlers or concessionaires along the highway would obtain clearance from the highway maintenance authority before the land would be granted by the provincial government. This was necessary to ensure that any structure they might erect or any privilege they may obtain would not interfere with the successful maintenance or with likely future revisions of the highway. Similar arrangements exist between the Department of Mines and Resources and the highway maintenance authority covering that part of the highway lying within Yukon Territory.

The Alaska Highway is being maintained and kept open for all year traffic. On certain stretches the original surfacing material has worn thin and is being renewed. In other places difficulties persist with the side banks sliding on to the road and with embankments subsiding due to insufficient drainage. These are receiving attention. Some damage was caused to culverts and bridges and the roadway eroded for short stretches during the high water period last summer. This damage has been repaired and two pioneer type wooden trestle bridges constructed by the United States Army have been replaced by permanent steel and concrete structures.

The approach roads from Edmonton continue to cause difficulties at certain times of the year. The ferries over the Athabaska, Smoky and Peace Rivers cause delays to traffic during the periods of Spring break-up and fall freeze-up when the ferries cannot operate nor can vehicles cross on the ice. During rainy periods the ungravelled sections of these roads are practically impassable.

The approach road through the Pine Pass from Prince George to Dawson Creek, British Columbia, is not yet completed.

The British Yukon Navigation Company continue to operate a tri-weekly bus service both ways between Dawson Creek, British Columbia, and Whitehorse, Yukon Territory. They also operate a weekly trucking service over the same route and a bus and truck service between Whitehorse and Haines, Alaska, when the Haines Cut-off Road is open to traffic. The O'Harra Bus Lines operate a tri-weekly bus service over the Alaska Highway between Whitehorse, Yukon Territory, and Fairbanks, Alaska, with connection service over the Haines Cut-off Road to Haines, Alaska, when the road is open to traffic.

Copies of our most recent circular about the Alaska Highway are available upon request.

TRAFFIC CONTROL OFFICE ALASKA HIGHWAY

1. On 14th March, 1947, the issuing of permits to travel on the Alaska Highway became the responsibility of the R.C.M. Police. Since that date permits have been issued to cover 2,398 vehicles and 6,394 persons. During this period, 118 were refused permits, 2 had not sufficient funds, 9 lacked a suitable vehicle (these included scooters, etc.) and the remainder were classified as tourists.

These numbers are as follows:—

	Vehicles	Persons	Refused
March	92	275	nil
April	290	706	2
May	370	950	9
June	595	1,720	26
July	587	1,514	60
August	458	1,229	21

2. The following reasons were given to obtain permits:—

Returning to homes in Alaska	1,220
Employment	2,497
Homestead or settle	1,257
Business	969
Prospecting and Mining	153
Members of U.S. Forces and families	241
Attending University of Alaska	34
Hunting in B.C.	23

TOTAL 6,394

3. Vehicles have come from all States in the United States, from Florida, Texas and New Mexico in the south; from Maine in the east and California in the west.

On April 1, 1947, the Department of Transport assumed the responsibility for maintaining and operating the landlines (telephone, teletype and telegraph) along the Alaska Highway and arranged for the Canadian National Telegraphs to look after the work for them. A public toll system is now in operation by means of which persons living or travelling along the route in northern British Columbia, Yukon territory or Alaska may communicate by long distance telephone or commercial telegraph with the "outside".

It might also be mentioned that the oil refinery at Whitehorse has been sold recently to Imperial Oil Limited who propose to transfer the refinery to Edmonton, Alberta, in order to provide an early means of refining the crude oil now being produced in the newly discovered oil field at Leduc, Alberta.

ALASKA HIGHWAY—BRITISH COLUMBIA

Hon. L. H. Eyres, Minister of Trade and Industry, Province of British Columbia, spoke on the Alaska Highway. He reported it had been his good fortune to travel over both western and eastern ends of it. It is a remarkable highway on which to travel. Mr. Eyres knew of no reason why anyone would have difficulty thereon. The problem was rather one of accommodation at adequate intervals. Accommodation is available on the highway about every fifty miles. Throughout the British Columbia portion there are approximately 388 beds and along the entire highway approximately 615 beds. At the time Mr. Eyres made his trip (July 27) about 40 cars per day were going through Whitehorse—practically all American cars.

One of the greatest needs is a good road from Edmonton to Dawson Creek.

Mr. Eyres favoured a gradual releasing of controls. When the restrictions are lifted, he hoped to see operators go into that section of the province and are in favour of expansion.

In time the Alaska Highway will become quite an artery for tourists. There has been quite an awakening in Alaska and Yukon. The newer group are in favour of expansion.

Nevertheless Mr. Eyres believes it will be several years before the Alaska Highway will be open to allow tourists to travel freely.

ALASKA HIGHWAY—ALBERTA

Mr. Byrne, Deputy Minister of Economic Affairs, for the Province of Alberta, reported that Alberta had an ambitious program with reference to improving the highway from Edmonton to Dawson Creek, but he was not in a position to say how much had been carried out in the past year. He admitted that, owing to weather conditions during the present season, there had been some very bad stretches on the highway and intimated it may have been a good thing that some of the Americans who had suffered the consequences, took time on their way through to Edmonton to give their views to the department concerned. The pressure of public opinion is generally a useful factor in government.

Mr. Bunker stated that only four out of ten who come in with the purpose of travelling on the Alaska Highway ever reach their destination. Six out of ten are turned back.

At the conclusion of the session a meeting was held by the recommendations committee.

Morning Session, Thursday, October 2, 1947

The chairman opened the session and introduced Mr. J. R. K. Main, Inspector, Civil Aviation Division, Department of Transport, Ottawa.

DISCUSSION ON REGULATIONS *re* ENTRY OF AIRCRAFT INTO CANADA

Mr. McCall enquired if there were any regulations which prohibited the taking of pictures by aircraft of foreign registry.

Mr. Main thought that all sorts of people calling themselves tourists should not be permitted to travel far and wide across Canada taking aerial photographs. He was not prepared to defend the wisdom of this ruling since its universally accepted.

Mr. McCall enquired if *Mr. Main* had been aware of any request of that sort. Concerning commercial aircraft, *Mr. Main* said the Department had received such requests; regarding private aircraft, they had not.

Mr. McCall asked if *Mr. Main* did not foresee the time when there will be a large number of aerial tourists who will want to use cameras while flying.

Mr. Main thought he would be in error to make any comment to that effect. He agreed to refer the question to other departments of government, who are much more concerned than Air Transport.

Mr. Léveillé asked if our regulations for incoming tourist planes, not primarily hunters or fishermen, are not a little too stiff and if we are not putting unnecessary obstacles in the way of those who come by private airplane.

Mr. Main explained that misunderstandings arose through a combination of regulations imposed by several federal and one of two provincial bodies.

Mr. Bunker said that customs officers are expected to enforce the regulations of several federal departments. If a charter plane comes into Canada, it is not given customs service unless the pilot can produce proof that the Air Transport Board has given permission for that particular flight. The Department of Transport also insists that a pilot be qualified before he attempts to fly into Canada.

Mr. Bunker mentioned various things which may have helped to create difficulties. Private airplanes entering Canada are accorded the greatest service possible, free of charge. As far as the charter plane owner is concerned, he is competing with our own charter service and he is required to pay for any special service he receives when entering Canada.

Mr. Bunker said that once the private flier had reported to customs, he was free to fly anywhere he pleased, as long as he reported to customs on the outward bound journey.

In reply to *Col. Welsh*, *Mr. Bunker* stated that an American pilot may fly any American plane into Canada, but United States Commercial planes cannot indulge in local Canadian business. There are practically no restrictions on private pleasure craft piloted by an American, provided he carried a proper American pilot's licence. These licences are recognized in Canada.

Mr. Main also said customs honoured all American private aircraft which is properly certificated. If the pilot's licence is American, then it is recognized in Canada, but there are different grades of certification.

Mr. Main pointed out that a number of commercial aircraft were endeavouring to penetrate Canada to carry tourists for profit. They are primarily commercial aircraft.

The Dominion Government has approved free landings for private aircraft up to 5,000 lbs. in weight, which covers practically all private aircraft, so that complaints regarding landings of these, so far as the Dominion Government is concerned, are quite groundless. All airports are not owned by the Dominion Government, however, and the man who owns a private airport is entitled to some compensation for keeping his airport going.

Col. Welsh asked what control *Mr. Main's* department had over American air organizations who run charter trips in Canada. "Do they have to advise you and get permission to make these flights?" *Mr. Main* replied Air Transport Board is responsible for that.

Col. Welsh asked on what basis authorization would be given to a firm in New York advertising flights to James Bay to shoot geese.

Mr. Main repeated that the decision rests with Air Transport Board. He thought possibly the Board had never heard of that case. *Mr. Main* stated that a commercial concern coming into Canada must tell the name and qualifications of the pilot, details of the flight, nature of the cargo, point of arrival and destination, etc. The owner or operator must write beforehand and give all the information before permission to make the flight is given.

Mr. Bunker advised that the Air Transport Board is issuing a booklet covering private aircraft and commercial airplanes. It indicates in brief form the responsibilities of foreign carriers of any nature who intend to make flights into Canada and also the different departments who have airflight jurisdiction. The booklet is being sent to all airports in the United States. Copies may be obtained from the Secretary, Air Transport Board, Ottawa.

Mr. Bunker felt the provincial representatives might be of assistance to Customs and Air Transport Board if their game wardens reported any airplane visitors who they believe are flying in contravention to the regulations of Customs or of the Air Transport Board. Any report of that nature would be greatly appreciated. It is a most difficult thing to police air traffic. The Royal Canadian Mounted Police have aircraft on air patrol but the number is relatively small. It will take some time before this patrol becomes effective. In the meantime, Mr. Bunker said, foreign aircraft take off from points in the United States, fly into some of our interior lakes where there is very little, if any population. They shoot more than the bag limit and fly out of the country, without reporting in or out. That is not the kind of tourist we wish to come to Canada. It is only with the help of other government agencies and organizations that we can hope to control a situation which, if it remains out of control, is going to do injury to all of us. If the flyer once gets out of Canada, the only hope of redress is to endeavour to have the pilot's licence cancelled. If he ever returned to Canada, however, he would find himself in rather difficult circumstances.

Mr. Dolan mentioned a meeting he had with two scientists from the Department of Mines and Resources—Dr. Harrison F. Lewis, Chief of Wild Life Protection; and Dr. O. H. Hewitt, Research Ornithologist. They are deeply concerned about this problem. They wanted the tourist officials to support them in a program of protecting our wild life from just the type of man described by Mr. Bunker. Mr. Dolan urged the conference delegates to get behind the men who are trying to conserve our game and wild life by making our air regulations for hunters and anglers as strict as possible.

Mr. Seymour said the quickest way to decimate our game was through the use of airplanes by "game hogs". He reported that a resolution on the subject of use of aircraft for transporting hunters into remote wilderness areas had been passed at the Dominion-Provincial Wild Life Conference held in Ottawa, February last.

Mr. Main said the finger was pointed at Civil Aviation in error. The Dominion Government is conscious of the problem and extremely sympathetic. The problem of enforcing game laws in the provinces, however, is a provincial problem and the federal department has been forced to take the position that to do the enforcement of the game laws is not within its jurisdiction. Briefly, if any provinces wish to pass game laws restricting the use of aircraft in fishing or hunting or in conservation, the Dominion Government would do its very best to co-operate in the enforcement of those laws.

Mr. McDiarmid said that so far this was no problem in Manitoba. He felt that this was a matter that should come before a Wildlife Convention and not before a Tourist Convention. However, he indicated that, in his opinion, there had been no illegal planes enter Manitoba this year.

Mr. Léveillé believed the laws were not good enough. Pleasure planes coming into Canada should have an easy access to the Province of Quebec. Mr. Main referred Mr. Léveillé to the booklet which had been issued. It deals with customs and immigration regulations in a very clear manner.

Mr. Eyres observed that years ago the same complaints had been received in respect to motor travel but they eventually became straightened out. He believed in time, as air travel became more common, there would be fewer misunderstandings.

One feature of interest, mentioned by Mr. Bunker, is whether the charter plane from the United States is to be given the greatest freedom of access. If we do, the operators of similar charter service in Canada stand to lose money.

Mr. Main reported that Air Transport Board had that matter in hand.

Mr. Dolan said, people who are experts in the wild life situation had asked for the support of the conference, as they believed the tourist authorities could be of help to them.

Mr. Seymour emphasized the fact that our wildlife situation is closely interwoven with Canada's tourist industry.

Mr. Bunker said excellent co-operation had been received from the Ontario game wardens and tourist operators in the Quetico Park section. Anything the tourist interest could do to help customs would help the tourist industry.

Mr. Eyres reported very fine results from customs and Air Transport Board in having certain local officials appointed as customs inspectors at all hours.

Mr. Hooke deplored the necessity of planes having to stop at Lethbridge for customs clearance, instead of being able to take clearance at Calgary or Medicine Hat. He wondered if it could not be arranged for customs clearance to be given at one or more major cities in Alberta.

Mr. Bunker stated that the Customs Division originally established regulations whereby aircraft could report at any Customs office in Canada. This was not workable for obvious reasons. Customs then tried to establish a list in co-operation with the Immigration Branch and the Department of Transport, of qualified places where it was safe to land and where adequate staff would be available. Some ports were ruled out because it was impossible to give customs service at reasonable cost. There are now 70 places strategically located across Canada where aeroplanes may land and report to immigration and customs. The list is being expanded, and Mr. Bunker felt this expansion would clear up the problem mentioned by Mr. Hooke. There will be more additions wherever the officials are able to find a combination of available customs and immigration service, plus a safe landing place.

RECOMMENDATION

The chairman submitted to the conference the recommendations which had been prepared by a committee appointed for that purpose. Here follows a summary of the discussion on the various recommendations.

Recommendation re Conservation

As this subject had been thoroughly discussed during the sessions, the conference unanimously approved of the recommendation with one or two changes in wording as suggested by Mr. Seymour.

Recommendation re Tourist Educational Film

Further discussion took place when the recommendation regarding the production of a tourist educational film was submitted for approval. Amendments were introduced by Messrs. Hooke and Eyres. Following a vote, both amendments were incorporated into the accepted recommendation.

Recommendation re National Film Board

At the suggestion of Mr. Byrnes a further recommendation concerning the National Film Board was accepted by the conference.

Recommendation re Canadian National Exhibition

After a brief discussion the recommendation to the Canadian National Exhibition was omitted. It was the feeling of the conference that they should at this time not appear to tell Mr. Hughes how to operate the Canadian National Exhibition. Mr. Phillips suggested that Mr. Elwood A. Hughes, General Manager of the Canadian National Exhibition, be invited to the conference next year. In the meantime the suggestions which had been made by Mr. Bonter and others could be discussed with Mr. Hughes in an informal way.

RECOMMENDATIONS ADOPTED

The following, therefore, are the final recommendations adopted by the Second Dominion-Provincial Tourist Conference:

1. *Advertising*

Recommended that about the end of October each year there should be an exchange of information concerning programs of newspaper and magazine advertising, between the Canadian Government Travel Bureau, the Provincial Tourist Bureaus and the Transportation Companies, so that undesirable duplication of effort may be avoided.

2. *Conservation*

Recommended that in our advertising and promotion activities to encourage and develop travel, cognizance be taken of information available from Wildlife and Forest protective administrations; moreover, this conference respectfully suggests that all travel organizations be impressed with the urgent necessity of intensifying programs for the conservation, preservation and perpetuation of our fish and game resources and forest wealth.

3. *Motion Pictures*

As the tourist industry is of vital importance to the economy of Canada, it is recommended by this Conference that immediate steps be taken by the Federal Government to produce a documentary film or films for distribution within Canada which will depict the economic value of the tourist industry to the whole people of the country; and this meeting expresses the further view that the Canadian Government Travel Bureau should request the National Film Board to undertake the practical and proper measures necessary to ensure early production of this film.

4. *National Film Board*

This Conference Recommends that the National Film Board be requested to explore the possibilities of using all the facilities available to it for further publicizing the tourist industry of Canada.

5. *Trans-Canada Highway*

Recommended that this Conference go on record as reviewing the completion of a modern Trans-Canada Highway as a matter of vital importance, both to facilitate intercommunication between the different provinces, and to provide a thoroughfare that can be used by millions of our visitors from the United States in travelling across the continent.

6. *Statistics*

Recommended to the Dominion Bureau of Statistics that they endeavour to draft for implementation by the Provincial Tourist Bureaus a method by which we can secure an estimate of inter-provincial tourist traffic.

7. *National Parks Highways*

This Conference would welcome an aggressive policy with the end in view of improving materially the highways in and leading to the National Parks of Canada.

8. *Tourist Service Education Week*

This Conference endorses and agrees to support wholeheartedly the Tourist Service Education Week sponsored by the Canadian Association of Tourist and Publicity Bureaus.

9. *Votes of Thanks*

Recommended by the Conference that votes of thanks be extended on behalf of the Second Dominion-Provincial Tourist Conference, by the Chairman of the Conference, to:

- (a) Hon. Dr. J. J. McCann, Acting Minister of the Department of Trade and Commerce, for calling the Conference.
- (b) Officials of the Department of Mines and Resources (Immigration, National Parks Bureau and Hydrographic and Map Service), Department of National Revenue (Customs), Department of Transport (Civil Aviation, Air Transportation Board), External Affairs (Information Division), Department of Trade and Commerce (Dominion Bureau of Statistics) and the National Film Board, for their splendid co-operation with the Dominion-Provincial Tourist Conference and the tourist industry generally.
- (c) Mr. R. A. Brown and officers of the Dominion Bureau of Statistics for their untiring efforts spent in the preparation of reports which are of inestimable value to the tourist industry.
- (d) Lieut. Colonel W. J. Franklin, Sergeant-at-Arms of the House of Commons, for his generous co-operation in the use of the House of Commons and Staff.
- (e) The Press and Radio, for their splendid co-operation and the assistance given us in covering the Conference.

10. *Vote of Thanks to Mr. Leonard W. Brockington, K.C. DCL.*

Recommended that this meeting records its deep appreciation of, and its sincere thanks for, the masterly and inspiring address delivered by Mr. Leonard W. Brockington, K.C., DCL., on October 1, before a special convocation of those attending this Conference;

In words of enthralling charm, sheer beauty, universal appeal and striking force, Mr. Brockington inspiringly exposed and graphically depicted the many-sided and alluring facets of our country's scenery, her history and her people and crystallized in inimitable and unforgettable form her strong and unparalleled touristic appeal;

Delivered as it was before men drawn from all parts of our country, striving harmoniously in a common effort to serve Canada through her tourist industry, the address was especially well chosen and will stand as a contribution of lasting and outstanding constructive effect.

Telegrams were sent to Mr. Dave W. Griffiths, Director of the New Brunswick Bureau of Information and Tourist Travel and to Mr. Dan E. C. Campbell, Director of Tourist Travel in Alberta, by the Conference delegates, expressing their deep regret at the absence of Messrs. Griffiths and Campbell, from the Conference, owing to illness, and a sincere hope for an early recovery.

VOTES OF THANKS TO THE CANADIAN GOVERNMENT TRAVEL BUREAU

Mr. Eyres moved a hearty vote of thanks to Mr. Dolan and the Department of Trade and Commerce for the excellent manner in which the conference had been organized and conducted.

Mr. McCall said not only at this conference but all through the year Ontario had been accorded the most enthusiastic help and co-operation from the Canadian Government Travel Bureau and that co-operation had been appreciated.

Mr. Léveillé stated he wanted to put the Province of Quebec on record as having experienced the same co-operation from the Canadian Government Travel Bureau.

Mr. Dolan said he appreciated the encouragement this conference had given to the Canadian Government Travel Bureau and he hoped the bureau would continue to receive in the future, as it had in the past, the fine support from the delegates represented at the conference.

SUGGESTIONS *re* FUTURE CONFERENCES

Mr. Léveillé suggested that future conferences be held later in the year. Colonel Welsh supported Mr. Léveillé's submission and suggested also the provinces exchange ideas in advance for next year's agenda.

Mr. Eyres invited the Dominion-Provincial Conference to go to the Pacific Coast in 1948. Mr. Dolan thanked Mr. Eyres and the Province of British Columbia for their cordial invitation but explained, of necessity the Dominion-Provincial Conference, for obvious reasons, must be held in Ottawa.

Mr. McDiarmid suggested at future conferences of this kind, the National Film Board officials should be asked to sit in as delegates.

NATIONAL FILM BOARD

In reply to Mr. McDiarmid and other delegates, Mr. W. A. MacDonald, Film Production Division, National Film Board, said, the National Film Board officials would be delighted to sit in at future meetings of the Dominion-Provincial Tourist Conference and take part in discussions. The National Film Board is aware of the tremendous importance of Canada's tourist industry. He said he would take back to his officers in the National Film Board the feeling of the conference that greater use should be made of the facilities of the Board than in the past, in producing films that will be of benefit to the tourist industry, both at home and abroad.

Mr. MacDonald said: "When the recommendation regarding a tourist educational film comes to our Board, by any channel that this conference may choose, I believe something quite concrete might result. I am not in a position to say how the making of such a film might be financed. There will be a way to finance the film if the job is the right thing to do."

In Washington, D.C., the National Film Board has a library of travel films to which is being added films made on behalf of government departments. The services of the Board are available to the provinces if they wish to place prints of their own films in this library for circulation to United States audiences. The National Film Board will circulate these films, advertise and send audience reports back to the provinces, and see that films are kept in good repair, free of charge.

FILMS—CANADIAN GOVERNMENT TRAVEL BUREAU

Mr. Dolan explained that the Canadian Government Travel Bureau had not gone extensively into the production of films because the railways and provinces had done such a splendid job in this field. He saw no reason why the

Federal Government should duplicate a service which the transportation companies and the provinces are carrying out so successfully. The Canadian Government Travel Bureau has made six films on every type of sport fishing in every province. These films are being distributed by Field and Stream in New York City at no cost to the bureau. In their own magazine, Field and Stream have given the bureau advertising space on these films, which would be sold for more than the Canadian Government Travel Bureau spent in the production of the six films.

ANNUAL MEETINGS OF CANADIAN ASSOCIATION OF TOURIST AND PUBLICITY BUREAUS

A brief discussion took place regarding the advisability of holding the meetings of the Dominion-Provincial Tourist Conference and those of the Canadian Association of Tourist and Publicity Bureaus close together.

Mr. McCall suggested holding the Dominion-Provincial Conference immediately prior to or during "Tourist Service Educational Week."

Following Mr. McCall's comment, there was a suggestion that the Canadian Association of Tourist and Publicity Bureaus might very well hold their meeting in the Spring and that the Dominion-Provincial Tourist Conference should be held in the Fall months.

The conference concluded at the noon hour.

APPENDIX

The following statement with reference to the "Contribution of Canadian Nautical Charts to the Development of our Waterborne Tourist Trade" was submitted by Mr. J. M. Wardle, Director, Surveys and Engineering Branch, Department of Mines and Resources, Ottawa. Unfortunately there was no opportunity to have this given to the conference but it is of such interest to all the delegates that the following statement has been incorporated in this summary.

CONTRIBUTION OF CANADIAN NAUTICAL CHARTS TO THE
DEVELOPMENT OF OUR WATERBORNE TOURIST TRADE

From a combined navigation and scenic standpoint the water-routes of Canada are unsurpassed. Ideal for holidaying purposes, many of these magnificent waterways are the mecca of rich, regional tourist cruises. Paradoxically, other areas equally attractive are seldom furrowed by a boat's keel. At a time when public attention is being focussed on the development of the tourist industry of this country it seems appropriate to assess the value of the contribution of the Hydrographic Service of Canada to our waterborne tourist trade. In this review may be found the answer to the paradox.

Under the administration of the Surveys and Engineering Branch of the Department of Mines and Resources, the Hydrographic Service is responsible for the production and distribution of all Canadian hydrographic aids-to-navigation. The work of this marine service extends from sea to sea and occupies an important place in our national transportation picture. The scientific work carried on begins with the charting of navigable waters and is completed by the production and distribution of the official nautical charts of Canada. The Service also produces the volumes of Pilots and Sailing Directions covering the various sea, lake and river areas, the standard tidal publications including the Tide-tables for the Atlantic and Pacific seabords, and also the Water-level Bulletins for the St. Lawrence-Great Lakes Waterway.

Though the product is by no means the most costly, the nautical chart is the basic aid-to-navigation. As the dollar is valued, not for its intrinsic worth, but for what it will buy, so the navigation chart is of importance for what it accomplishes in the development of waterborne traffic. The standard Canadian chart is a sheet of stout waterproof paper about 30" x 40" and sells for 25 to 50 cents per copy. Of 100,000 copies distributed annually, a large percentage are issued directly to the tourist trade. An owner of a palatial yacht would as soon think of sailing into strange waters without a nautical chart as he would of navigating without a compass. Well he might, for navigation charts are the direct means of keeping his boat off the rocks.

Many times the cost of accurate charting has been lost through shipwreck on uncharted shoals. To avoid this sort of thing the Hydrographic Service conducts detailed charting operations. Each year vital charting projects are undertaken in widely separated parts of coastal and inland waters. As a result of these investigations new nautical charts and other hydrographic publications are made available to shipping and to the waterborne tourist trade. Of main interest to the latter industry are the special charts covering many of our sheltered coastal and inland waters.

In addition to the regular series of standard navigation charts, this Service publishes special large-scale charts of popular water areas on the Pacific coast, Atlantic coast, Great Lakes, Lake of the Woods, Rideau and Ottawa Rivers, St. Lawrence River, Richelieu River, Saguenay River, harbours in the Maritime provinces and a special set covering the Saint John River, N.B. These charts are all in great demand by visitors from the United States who have discovered the unique attractions of Canadian waterways. But, while much has been accomplished in safeguarding our marine tourist traffic, a great deal remains to be done.

Calls for new charting emanate from various sources: from the Navy and the major shipping interests come the demand for standard navigation charts of our coastal and inland waters. A second and insistent call is for navigation charts covering our lesser Great Lakes and the vast Mackenzie River system. In the latter localities, primary industries are rapidly developing and freighting is carried on mainly by water. Without the benefit of adequate nautical charts such transportation would be handicapped by the imposition of high marine insurance rates.

The third important demand for hydrographic products derives from the waterborne tourist trade. This need is for what might be termed "Yachtsmen's Charts." As the name implies, these aids-to-navigation are required for navigating many of our sheltered, but often intricate and reef-strewn water-routes of seaboard, lake and river. Because of the growing popularity of watercraft for holidaying and recreation purposes, the need for this type of chart is continually growing. The Hydrographic Service is appreciative of the need and, indeed, of the urgency, of overtaking this demand with the least possible delay.

Prior to the outbreak of war, hydrographic surveys to meet the needs of small craft, were being carried on in several of our inland water areas. During hostilities, however, efforts of the Service were concentrated entirely on the vital requirements of the Navy, Air Force and Merchant Marine. In this period much hydrographic work was accomplished in strategic waters, but meanwhile, the charting of extensive lake and river areas had to be held in abeyance. In consequence, the general charting situation was out of balance and, on the termination of war, the Service was suddenly confronted with the needs of normal shipping. An unprecedented call for nautical charts arose, also, from the pent-up demands of a great waterborne tourist trade which followed immediately in the wake of peace.

It will readily be appreciated that to meet all demands of the shipping and tourist trades a vast amount of hydrographic work on both coastal and inland waters requires to be done. In Georgian Bay, for instance, inside the labyrinth of islands and rocks which fringe the shore, exists a veritable network of intricate but still uncharted channels. This is a potential cruising ground of great attraction for yachtsmen from the United States. The need for accurate charts of such areas requires no stressing. Difficulties in accomplishing it arise from limited funds and equipment, and particularly from the scarcity of trained technical personnel.

Every opportunity is taken, however, to provide new charts specially for motor-cruising purposes. In this connection, at the opening of the present season of navigation, this Service issued two new preliminary charts of the Rideau Lakes Route from Kingston to Ottawa. These charts met with a remarkable demand from potential visitors from the United States and, according to many reports, the new hydrographic aids were the direct means of attracting much of the greatly increased travel noted this year on this magnificent inland waterway.

LIST OF DELEGATES

- Ainslie, Miss Mary, Director, Publicity Branch, Ontario Dept. of Travel and Publicity, Toronto.
- Bonter, C. C., Passenger Traffic Manager, Canada Steamship Lines Limited, Montreal.
- Bowker, Walter, Liaison Officer, National Film Board, Ottawa.
- Brown, R. A., Assistant Chief, International Payments Branch, Dominion Bureau of Statistics, Dept. of Trade and Commerce (Tourist Statistics) Ottawa.
- Bunker, G. Norman, Chief Inspector of Customs and Excise, Dept. of National Revenue, Ottawa.
- Byrne, L. D., Deputy Minister Economic Affairs, Edmonton, Alta.
- Campbell, J. Hugh, Manager, Dept. of Public Relations, Canadian Pacific Railway, Montreal.
- Connolly, Hon. Harold, Minister of Industry and Publicity, Halifax.
- Craik, G. H., Commissioner, Bureau of Publications, Regina, Sask.
- Dolan, D. Leo, Director, Canadian Govt. Travel Bureau, Department of Trade and Commerce, Ottawa.
- Ellis, Col. Geo. H. Asst. Director, Canadian Government Travel Bureau.
- Eyres, Hon. Leslie H., Minister of Trade and Industry, Victoria, B.C.
- Gardiner, A. A., General Passenger Traffic Manager, Canadian National Railways, Montreal, P.Q.
- Gibson, R. A., Director, Lands, Parks and Forests Branch, Dept. of Mines and Resources, Ottawa.
- Hooke, Hon. A. J., Minister of Economic Affairs and Provincial Secretary, Edmonton, Alta.
- Léveillé, Georges, Secretary to Prime Minister of Province of Quebec and Director of the Provincial Publicity Bureau, Quebec, P.Q.
- Macdonald, W. A., Film Production Division, National Film Board, Ottawa.
- Main, J. R. K., Executive Assistant to Director of Air Services, Dept. of Transport, Ottawa.
- Marsh, Mrs. H., Information Division, Dept. of External Affairs, Ottawa.
- Master, Oliver, Assistant Deputy Minister, Department of Trade and Commerce, Ottawa.
- McCall, Tom C., Deputy Minister, Department of Travel and Publicity, Toronto, Ont.
- McDiarmid, Hon. J. S., Minister of Mines and Natural Resources, Winnipeg.
- McDonald, J. S., General Tourist Agent, Canadian National Railways, Montreal, P.Q.
- McNeillie, R. G., Passenger Traffic Manager, Canadian Pacific Railway, Montreal, P.Q.
- Oliver, D. R., Secretary Treasurer, Canadian Association of Tourist and Publicity Bureaus, Toronto, Ont.
- Perry, R. G., Passenger Traffic Manager, Provincial Transport and Colonial Coach Lines, Montreal, P.Q.

- Phillips, Fred H., Assistant Director, New Brunswick Government Bureau of Information and Tourist Travel, Fredericton, N.B.
- Reid, Lt.-Col. W. W., Supervisor, Prince Edward Island Travel Bureau, Charlottetown.
- Robinson, Homer S., Superintendent, Parks and Resources Information, Dept. of Mines and Resources, Ottawa.
- Rowebottom, Edwin G., Deputy Minister of Trade and Industry, Victoria, B.C.
- Seymour, A. O., General Tourist Agent, Canadian Pacific Railway, Montreal, P.Q.
- Sim, Finlay, Comptroller and Secretary, Department of Trade and Commerce, Ottawa.
- Smart, J., Controller of National Parks, Department of Mines and Resources, Ottawa.
- Smith, Arthur B., Manager, Advertising Branch Canadian National Railways, Montreal, P.Q.
- Underwood, Harry A., Canadian Government Travel Bureau.
- Wallace, D. B., Assistant Manager, Department of Public Relations, Canadian Pacific Railway Company, Montreal, P.Q.
- Wright, A. C., General Passenger Agent, Canada Steamship Lines Limited, Montreal, P.Q.
- Welsh, Hon. Arthur, Minister of Travel and Publicity, Toronto, Ont.

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